

# Conquering Challenges



## Creating Opportunities

2010 - 2011 Annual Report



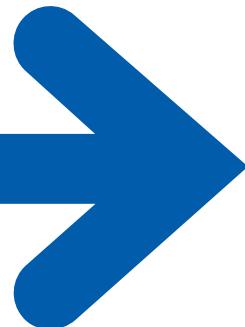


“When times are tough, the community that understands partnerships and recognizes that we’re only as strong as the partnerships and shared vision that holds us together will stand....all others will succumb to the challenge.”

-Kimberly A. Moore, CEO of WORKFORCE *plus*

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# WORKFORCE *plus*

## Board of Directors

### 2010 - 2011



**Armstrong, Ken**  
United Way

**Banks, George**  
Summit East

**Barkley, Robert**  
Barkley Security Agency

**Buckridge, David**  
Centennial Bank

**Carter, RH**  
Wakulla Senior Citizens Council

**Colledge, Bill**  
Capital City Bank Group

**Cyrus, Charles**  
Capital City Chamber of Commerce

**DuPont-Butler, Janey**  
DuPont Trucking

**Edwards, Barb**  
Comcast Cablevision

**Gardner, David**  
Gadsden County Economic  
Development Council

**Harvey, Lee**  
Lee Harvey Insurance Agency

**Hunter, Marlon**  
Gadsden County Health Council

**Hutto, Patrick**  
St. Marks Powder

**James, Reginald**  
Gadsden County School Board

**Jarmon, Mike**  
BlueWater Realty Group

**King, Darlene**  
Regional Consortium – Department  
of Children & Families

**Kirkland, Beth**  
Tallahassee/Leon County Economic  
Development Council

**Kiser-Burch, Pamela**  
Tri Eagle Sales

**Mead, Maria**  
Keiser University

**Meenan, Timothy**  
Blank & Meenan, P.A.

**Miller, David**  
Wakulla County School Board

**Murdaugh, Jim**  
Tallahassee Community College

**Neimeiser, Mark**  
Federation of Physicians & Dentists

**Pons, Jackie**  
Leon County School Board

**Priest, Kevin**  
Capital City Youth Services

**Rumph, Linda**  
Supervalu

**Seamon, Fred**  
MGT of America

**Shipman, Martin**  
Tallahassee Orthopedic Clinic

**Stephany, Lisa**  
Quincy Joist Company

**Varn, Sam**  
Awards4U

**Vaughn, Kevin**  
Wakulla County Economic  
Development Council

**Yahn, Trish**  
Coastal Plywood

**Designees:**  
John Chapin for Jim Murdaugh  
Sarah Jones for David Miller  
Woody Hildebrandt for Jackie Pons  
Debra Rackley for Reginald James

# Outgoing Chair

As we close out the 2010 - 2011 year, I cannot remember a time when the services of **WORKFORCE plus** have been so important. The demands on the system have been great, but the organization has been able to respond in a positive and expedient way.

It is this level of responsiveness that is recognized statewide through the performance standards and recognition of our organization as this region's leading workforce expert. Our ability to meet and exceed expectations is a tribute to the leadership and staff of **WORKFORCE plus**. They all share an objective of helping our community succeed.

I am very excited about the launch of our **JOBS=PAYCHECKS NOW** program, which provides seed capital to employers to hire, train and retain new employees.

I would like to express my sincere gratitude to all the individuals and organizations who have contributed to our success this year, including my fellow board members, partner organizations, community stakeholders and staff. Collectively, we have truly been fortunate to be a part of such a collaborative, steadfast and forward-thinking system.

Still, many people remain out of work, and people in our community are hurting. **WORKFORCE plus** pledges to help all of our out-of-work citizens get the education and training they need to get a job and take part in the American dream.

This past year as Chairman, I have worked with our community stakeholders to help those who are out of work in our three-county area to seek new training and skills to find jobs. This experience has given me a great appreciation of the overwhelming need **WORKFORCE plus** fills in our community. As we transition to new leadership, I challenge each board member to get involved either through committee service, sponsorship or your own "call to action."

Respectfully,



Timothy J. Meenan, Esq.

2010 - 2011 Chairman



# Incoming Chair



What an honor it is to serve as the Chair of the **WORKFORCE plus** Board of Directors for the 2011 - 2012 program year. I welcome my appointment and look forward to becoming part of the mission, vision and goals set out for our organization.

Please join me in thanking outgoing Chairman Tim Meenan for his unwavering counsel and wisdom. His leadership and integrity to **WORKFORCE plus** provided tremendous value to our organization and Board as we focused on programs and initiatives that invested in our unemployed workforce. This investment ultimately targeted business needs and trends within our region.

As we move into 2012, we still face challenges with economic impact, unemployment and changing job opportunities. However, by collaborating with local businesses as well as being a partner at the table when a new business looks to relocate to our region, we can get folks back to work through job creation. Our goal is to support Florida's objective to give businesses the stability and confidence they need to create jobs.

As Chair, my top priorities include ensuring that **WORKFORCE plus** remains focused on providing services to both businesses and job seekers in our community and creating new initiatives to meet their needs. I will ensure that **WORKFORCE plus** continues to be a leader in transparency, integrity and commitment in all aspects of the organization.

In closing, I again express my sincere gratitude for this appointment and look forward to working with our strong community partners, stakeholders, staff and my fellow board members.

I am confident that 2011-2012 will continue in the trend of positive, creative and innovative solutions as **WORKFORCE plus** serves as the region's leading workforce expert.

Sincerely,

A handwritten signature in black ink that reads "Barbara C. Edwards".

Barbara C. Edwards

Incoming Chairperson  
2011 - 2012



# CEO Letter

As the Chief Executive Officer of **WORKFORCE plus**, it is my distinct pleasure to present our 2010 – 2011 Annual Report. As you comb through the pages of this report my sincere hope is that you will identify and connect with the commitment and dedication of this organization. Additionally, that you will feel compelled to make a difference and thus set about doing everything possible to support the economic recovery in our region.

As I reflect on last year, it goes without saying that the previous year brought with it a tremendous number of challenges. Those challenges included record unemployment, an unsettled economic environment and a reduction in the state's workforce. As a result, our role as the region's workforce leader and facilitator became even more important. As a facilitator, we worked hand in hand with the local business community and stakeholders to create a seamless system of programs and new initiatives that you will learn more about in the report. As with any challenge faced, we were direct in our approach while making sure that the action steps created were both relevant and results driven. Based on the posture assumed we were able to

deliver services that afforded our existing workforce an opportunity to maximize their career potential, businesses access to the resources necessary for success and growth and services that supported the re-tooling of our neighbors and friends who were unemployed.

By all accounts, the challenges that were ever present turned into successes for our community at a time when it was needed more than ever before. Examples of our success included the receipt of a national grant to establish an at-risk youth program, multiple new initiatives to support the business community and unemployed residents, top ranked performance in the programs administered locally and the list could most certainly go on. It is because of this that I believe that without a shadow of a doubt the economic outlook for our region is optimistic and I am confident that greater successes are in front of us. A key ingredient for achieving our goal will be the continued support of our community stakeholders and strong collaborations with our business community. I am certain that through the leadership of the **WORKFORCE plus** Board of Director's great strides will be made.

Therefore, as we close one program year and enter a new one, I can state with great conviction that we will continue to explore and implement creative programs and services that are designed to spur economic progress.

Please visit us at [www.wfplus.org](http://www.wfplus.org) to learn more about our programs and partners, share opinions, or contribute ideas that you believe will help to create a stronger workforce.

In closure, I would be remiss if I didn't extend a sincere and heart-felt thank you to the **WORKFORCE plus** Board of Directors and our countless other partners who have committed their efforts and resources to ensuring that this organization maintains its role as a key driver for positive change. I would also like to thank the **WORKFORCE plus** staff and the Kaiser Group, the region's contracted service provider, for their dedication in delivering services to our primary customer groups, employers and jobseekers.

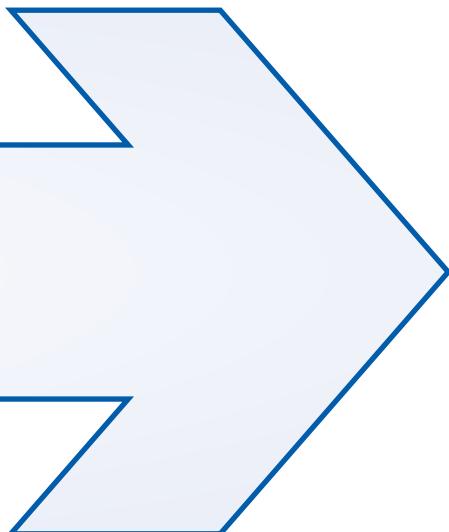
Here's to another great year...together!



*Kimberly A. Moore*

Kimberly A. Moore, MBA

Chief Executive Officer



# REACT

As the nation and state of Florida worked to tackle record unemployment numbers, our community did not go untouched. Locally our challenges were exacerbated with the unexpected closure of one of the area's largest employers, Elbit Systems and Products, who had offered high wage-earning opportunities for over 20 years. Throughout the year we saw the inclusion of nonprofit, private and public sector employers who sought assistance when left with no other choice but to reduce their workforce. The program year culminated with state government layoffs. As many would agree, the public sector has always represented the largest industry for our area. Any negative impact to this industry creates shockwaves in our community at the mere mention of losing these jobs.

As the region's recognized leader for delivering these just-in-time services, termed as "rapid response," **WORKFORCE plus** provided over the last year early intervention services to the businesses and workers affected by closings or layoffs. In essence, as soon as notice was received from the employer, we worked quickly, both internally as well as externally, with our partners to coordinate an approach that spoke to the needs of each affected group.

Though a variety of workforce solutions exist for these situations, we opted for a more personalized approach. Instead of creating "layoff" events, we coordinated Transition Forums which offered hope and encouragement to participants. Throughout these forums, a common theme expressed among those attending was one of appreciation and excitement with what the next chapter of their life would bring.

In order to create a system of hope in the midst of what could have been overwhelmingly negative change, we established a core group of community partners that formed the region's Transition Group. Through this joint effort, individuals not only received information regarding other job opportunities but also information about health insurance, unemployment, retirement, re-training, counseling, financial aid and other community resources. In addition, we created a partnership with local employer ACS to conduct recruitment that offered opportunities specifically for dislocated state workers.





## Transition Forum Partners

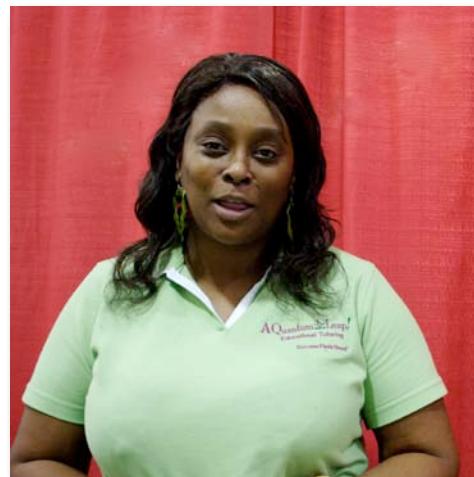
- 2-1-1 of the Big Bend
- Department of Children and Families
- Department of Economic Opportunity (formerly known as the Agency for Workforce Innovation)
- Department of Education – Office of Student Financial Assistance
- Georgia Department of Labor
- Lively Technical Center
- Social Security Administration
- Tallahassee Community College

In terms of execution, **WORKFORCE plus** held the majority of transition forums at the employer's location. This lessened the level of disruption for employees and employers. In the instances where the employer declined on-site assistance, **WORKFORCE plus** provided the entities customized community response information packets. The packets included all of the pertinent information required for the impacted worker to begin connecting with the services they needed. Further, we served as the central point of contact for state agencies to address their sector layoffs, which impacted individuals residing in and around our region by connecting them with the workforce boards in their own communities.

As the program year came to a close, we also served as an anchor partner in the creation of the Big Bend Works Initiative. When the initiative was unveiled it received local, state and national recognition for its degree of collaboration and real-time responsiveness to this critical need. Under the partnership, community leaders joined together to create a "one-stop" shop of resources for laid-off state workers and others who are in need of assistance throughout the defined eight-county service area.

## BigBendWorks.com Initiative Partners

- 2-1-1 of the Big Bend
- City of Tallahassee
- Department of Economic Opportunity (formerly known as the Agency for Workforce Innovation)
- Economic Development Council of Tallahassee/ Leon County, Inc.
- Greater Tallahassee Chamber of Commerce
- Leon County
- Moore Consulting
- Tallahassee Community College
- Trusteria Services
- United Partners for Human Services
- United Way of the Big Bend



NaTasha Bailey  
A Quantum  
Leap! Hiring  
Manager "Every  
business would  
benefit from  
**WORKFORCE  
plus'** Employer  
Services."

# Employer Services

Because employers are the backbone of economic development, **WORKFORCE plus** invests considerable resources in meeting employer needs. Through multiple creative avenues, **WORKFORCE plus** partners with employers to overcome the challenge of limited resources through our Business and Employer Services department. Employer Services provides one-on-one tailored HR; staffing and recruitment services; advises business development; offers resources for existing employees; and gives information pertaining to tax incentives, grant opportunities and programs designed to help local businesses succeed.

## Employer Recognition

Despite the challenges of today's economy, there are a number of local employers working toward our community's economic recovery who are steadfast in creating employment opportunities for local job seekers.

**WORKFORCE plus** applauds the efforts of employers who take charge of investing in local workforce development. These efforts include: job creation and recruitment; taking advantage of customized training opportunities in areas such as teamwork, customer service and leadership building; providing on-the-job training programs; and computer skills upgrade classes.

**WORKFORCE plus** was pleased to recognize Affiliated Computer Services, Elder Care Services and Kaiser Group for their contributions in hiring during the 2011 - 2012 program year.



## Employer-Specific Recruitment

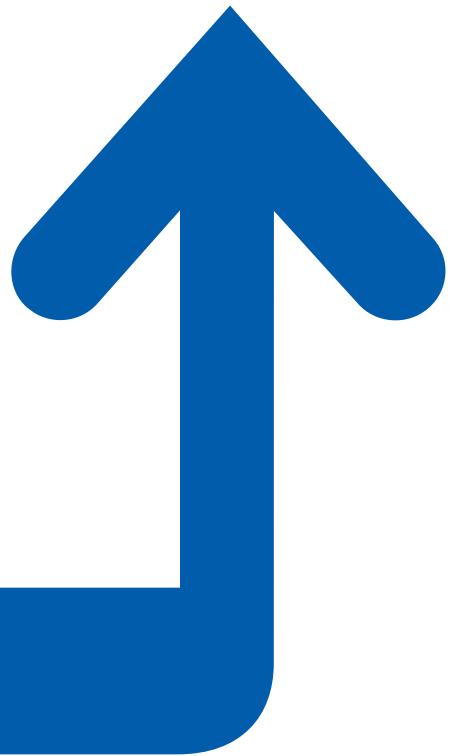
**WORKFORCE plus** facilitated individual recruitment events for local employers, giving over 3,500 applicants a chance to speak directly with a hiring employer. These recruitment events are a win-win situation for both the employer and the job seeker as they lend employers the opportunity to meet face-to-face with applicants and increase the likelihood that employers will secure the most appropriate employee for their vacancy and workplace.

### **The Get Connected Job Fair**

As employers seek opportunities to save time while soliciting applications, **WORKFORCE plus** saw the opportunity to fill that need by hosting the Get Connected Job Fair. The Get Connected Job Fair is one of the region's largest recruitment events of the year. In 2011, it hosted more than 1,900 job seekers as well as 84 employers, educational institutions, military recruiters and community service organizations.



David Turner, Whataburger Branch Manager  
“**WORKFORCE plus** is an invaluable resource that saves me time in hiring.”



## Specialized Recruitments

### **TAKE ACTION Job-A-Thon**

**WORKFORCE plus** consistently strives to develop innovative strategies to connect employers and job seekers. One of these innovative strategies was formed when **WORKFORCE plus** created the TAKE ACTION Job-a-Thon, a job-creation and skills-pledging telethon, through a partnership with WTXL ABC 27. **WORKFORCE plus** staffed the newsroom to accept pledges from job seekers and employers while the WTXL anchors broadcast live from the newsroom.

The response from both employers and job seekers was phenomenal. During this two-hour prime time event, **WORKFORCE plus** received 279 phone calls from job seekers wishing to learn more about the vacancy, education, skills training and workforce opportunities available. **WORKFORCE plus** received calls from more than twenty counties in both Florida and Georgia, surpassing WTXL's coverage area of North Florida and South Georgia.

Local employers played an integral role by providing the supply of available positions. There were 34 new job orders pledged as a method to lend support to this job creation effort.

Before the evening was over, **WORKFORCE plus** heard dozens of requests to offer the Job-a-Thon a second time. In fact, the influx of phone calls at the onset of the event caused the telephone system to crash momentarily. Recognizing that the Job-a-Thon was a viable recruitment event, **WORKFORCE plus** delivered the Job-a-Thon a second time in May with similar success and has reached an agreement with WTXL to continue this first-of-its-kind event in the next program year.

### **In the Spotlight**

Another creative specialized recruitment opportunity that **WORKFORCE plus** hosts throughout the year is the "In the Spotlight" series. The In the Spotlight events give employers the opportunity to screen multiple applicants in an intimate setting by allowing job seekers three minutes to tell an employer why that employer should consider them.

The spotlight events vary by industry, occupation, program and association. Some examples include the Healthcare and Veteran events. Because healthcare continues to be the industry boasting the most hiring positions in our area, a major focus was placed on this industry. Through four events, over 100 job ready participants and over 30 local employers were engaged in interviewing and hiring afterward.



# Employer Services

## Mobile Solutions

To ease the transition for employers conducting layoffs and their affected workers, **WORKFORCE plus** provided transition services through the mobile employment office, **WORKFORCE Express**. Outfitted with 12 computer workstations, this mobile solution allowed customers the opportunity to file for employment, food stamps and temporary cash assistance, conduct job searches and update resumes during the scheduled Transition Forums.

Additionally, **WORKFORCE Express** participated in the Get Connected Job Fair, allowing employers to directly refer job seekers to their website to complete online applications for available positions.

As indicated above, there were a variety of innovative efforts engaged to meet the needs of our new and existing businesses over the last year. We believe that it is evident both through our strategic priorities and performance that businesses matter! Moreover, we understand that our business community must be supported in the good and bad times in order to thrive. As we move into our next program year, we are committed to ensuring that the success found through our interactions with local businesses continues to grow.





The Get Connected Job Fair hosted more than 1,900 job seekers as well as 84 employers, educational institutions, military recruiters and community service organizations."



Employers save time and money by interviewing a sequence of skilled applicants in one morning.



# Special Projects

**WORKFORCE plus** is known for anticipating the needs of its community and meeting its challenges head on. Two of the major strategies that have enabled **WORKFORCE plus** to become a leader in answering these numerous calls to action have been expanding its scope of services through the use of grant funding and leveraging partnerships and resources.

## Homeless Veteran Reintegration Program

The purpose and focus of the Homeless Veterans' Reintegration Program (HVRP) is to restore homeless veterans to gainful employment within the workforce. **WORKFORCE plus** provided services to address non-workforce challenges facing homeless veterans.

HVRP was initially authorized under Section 738 of the Stewart B. McKinney Homeless Assistance Act in July 1987. It is currently authorized under Title 38 U.S.C. Section 2021, as added by Section 5 of Public Law 107-95, the Homeless Veterans Comprehensive Assistance Act of 2001. Funds are awarded on a competitive basis to eligible applicants such as state and local Workforce Investment Boards, public agencies, for-profit and commercial entities and nonprofit organizations including faith-based and community-based organizations. **WORKFORCE plus** secured the grant on July 1, 2010.

**WORKFORCE plus** partnered with the Big Bend Homeless Coalition (BBHC) to provide HVRP veterans an array of services to include placement into housing, referrals to the Veteran's Administration, training, support services, resume preparation, job search assistance and counseling. Through this program, **WORKFORCE plus** provided veterans with critical linkages for a variety of supportive services available within the community.

**WORKFORCE plus** also took advantage of other staff resources such as the Local Veteran's Outreach Representative (LVER) and the Disabled Veteran's Outreach Program Specialist (DVOP) to assist homeless veterans in obtaining employment and gaining valuable soft skills through employability skills workshops.

**WORKFORCE plus** staff also located homeless veterans and provided referrals to other workforce programs such as the Workforce Investment Act (WIA) and the Food Stamp Employment and Training program. **WORKFORCE plus** Assessment staff provided assistance by providing a variety of assessments to include Ready to Work (RTW) credentialing and TABE testing.

The program successfully ended on June 30, 2011, with a total of 71 veterans enrolled. Of those enrolled, 33 were placed into housing, 26 gained employment and 41 received training services. **WORKFORCE plus** will track the HVRP Veterans that gained employment through March 31, 2012. Those who did not gain employment during the grant period continue to receive services and job search assistance by the LVER, DVOP and other Wagner-Peyser staff.

## BrAlve Grant

The Florida BrAlve Fund of The Community Foundation in Jacksonville was created to provide assistance to North Florida military personnel and families affected by deployment to Afghanistan or Iraq. **WORKFORCE plus** began serving Operation Enduring Freedom (OEF Afghanistan service) and Operation Iraqi Freedom (OIF Iraq service) through this grant beginning in August of 2009 through June 30, 2011. **WORKFORCE plus** served a grand total of 271 veteran customers through this grant in Gadsden, Leon and Wakulla Counties.

Through special recruiting agreements with numerous employers, **WORKFORCE plus** gave priority of selection and referrals to qualified veterans and disabled veterans and provided a variety of other workforce services.

- Job Search & Placement Assistance
- Career Planning and Counseling
- Assessment & Testing Services
- Interviewing & Testing services
- Interviewing Skills Training
- Referral to Educational & Vocational Training programs
- Veterans' Job Fairs
- Labor Market Information (LMI)
- Veterans' Stand Downs
- Referral to Support Services

Specific priority target populations include: military personnel returning from deployment to Afghanistan or Iraq and their families; military personnel with physical or mental health needs as a result of deployment to Afghanistan or Iraq; families of military personnel currently deployed or preparing for imminent (within 120 days) deployment to Afghanistan or Iraq; families of those killed in action during deployment to Afghanistan or Iraq.

Other community agencies, educational institutions, National Guard/Reserve Units provided, Veterans Administration, and others provided referrals to the BrAlve program.

Communication with veteran representatives at local universities as well as the Veterans Affairs clinic (Veteran Service Officers, Licensed Clinical Social Workers, and Homeless Vet Representatives) was maintained throughout the grant. Staff was involved in several Veteran related activities. These activities included such actions as volunteering to represent OIF/OEF veterans by carrying the US flag for a 9/11 memorial walk at the Tallahassee VA Clinic and attending a veteran's conference in Gainesville. Contact was made with the Vets 4 Vets organization, a peer support counseling organization for Iraq and Afghanistan-Era Veterans.

The relationship established with local universities was proven to be one of the primary sources for locating OIF/OEF veterans. Since September 1, 2009, personal contact visits were made throughout the grant period with veteran representatives. These visits were helpful in supporting the mission of the BrAlve grant.

# Special Projects

## Healthcare Community Challenge

In June 2008, new Florida legislation passed that would require Pharmacy Technicians (PT) and Electronic Health Information Specialists (EHIS) to become certified in those occupations by January 1, 2011. All current Pharmacy Technicians as well as anyone enrolled in training were all subject to the new requirements. As such, **WORKFORCE plus** secured the Healthcare Community Challenge Grant to address the imminent needs of these employers and job seekers. Not only did the grant offer training and certifications in the required healthcare fields, it also afforded incumbent workers in our region the ability to expand their existing occupational skills. The provision of such services was through a collaborative partnership with Tallahassee Community College and Lively Technical Center to provide training opportunities and the Economic Development Council of Tallahassee/Leon County to support recruiting and placement efforts. The grant ended June 30, 2011. Over the course of the grant, 61% of unemployed and underemployed individuals who enrolled into training completed the training and 55% of those individuals obtained employment. Moreover, over 250 individuals received assessment services and 127 incumbent workers received skills upgrades. Overall, not only did **WORKFORCE plus** exceed the deliverables for this grant, we also added value to our labor force by increasing the talent pool and decreasing the skills gap for an in-demand industry in our community.

## Digital Access

Finding a job in today's economic climate can pose a challenge for almost anyone. Finding a job without computer skills in today's economic climate is virtually impossible. In response to the trends, **WORKFORCE plus** set out to close the digital divide through the procurement of the Digital Access Grant awarded by Workforce Florida, Inc. This grant afforded **WORKFORCE plus** the opportunity to provide Microsoft trainings and certifications in Word, Power Point, Excel, Access and Outlook applications which yielded 173 certifications earned and an overall pass rate of 89.6 percent. In addition to providing computer training, this grant allowed **WORKFORCE plus** to provide value-added services through outreach and marketing in Gadsden, Leon and Wakulla Counties via **WORKFORCE Express**, the mobile **WORKFORCE plus** office, to 10 locations. Seven of these locations were in rural communities with limited access to **WORKFORCE plus** services.

Chris Owens,  
Cheney Brothers  
Representative "To  
me, **WORKFORCE**  
*plus* represents  
opportunity."





*WORKFORCE plus* staff have been great motivators and a real source of encouragement while I was conducting my job search. The resume writing and interview skills courses were practical and useful, as was the special workshop course on "How to Work a Job Fair." I am especially grateful for the instruction and opportunity to participate in the Microsoft Office classes and receive certification. The Instructor not only had advanced computer skills, but also the personality and the drive to motivate the students to succeed. I absolutely believe my certification led to me getting the job. Thanks for all you did!

Robert Framingham

# Workforce Development in the Digital Realm

## Social Media

**WORKFORCE plus** seeks to leverage all available tools to communicate to its key stakeholders and customers, and that includes the exponentially growing realm of social media. **WORKFORCE plus** strove to capitalize on the popular social media tools of Twitter, Facebook, YouTube and LinkedIn.

In a traditional communication method such as advertising, there are two key statistics of communication: reach and frequency. These measurements are significant because they detail how many people are being influenced (reach) and how often that influence occurs (frequency.) Traditional communication tools, such as radio, television, newspaper (and now even websites) come with a price tag and limitations on reach and frequency. For example, you cannot realistically achieve high frequency in the television sphere because of the nature of television: it controls what it broadcasts and it broadcasts a variety of content every hour. Social media overcomes those barriers.

Additionally, and perhaps more importantly, social media users expect a different kind of content from social media. The inherent focus of social media is relationships, hence, “social” media. This means that **WORKFORCE plus** can engage with its target audiences and partners online, garner quality feedback and fill the needs of those we interact with instantly and uniquely.

Content publishers can create whatever content they choose, and because users opt to receive that content by “following,” “friending,” “liking,” “subscribing” and “linking in,” there is no forcing

of information on users because they voluntarily choose to receive the content.

With that in mind, these tools serve **WORKFORCE plus** in a variety of ways.

**WORKFORCE plus** leveraged Twitter, an instant micro-blogging platform to promote its workshops, special events, programs and social causes. Additionally, **WORKFORCE plus** reached out to employers, other workforce specialists, resources providers, partners and job seekers to inform them that **WORKFORCE plus** is available to them as a workforce tool and to see if any of their needs could be met through **WORKFORCE plus**. The relationship built through Twitter with Goin’ Postal, a business in Tallahassee, yielded this benefit in December of 2010:

An additional benefit to capitalizing on social media lies in the ease with which users can spread information via word of mouth. These were all “retweets” – content published by **WORKFORCE plus** that was re-published by another user. The benefit is that the users who subscribe to their content but not that of **WORKFORCE plus** also end up seeing **WORKFORCE plus** messages. In essence, partners on Twitter become **WORKFORCE plus** advocates.

**WORKFORCE plus** also leveraged Twitter to publish information about the Get Connected Job Fair and the TAKE ACTION Job-a-Thon as they were happening. This allowed promotion of the events as well as engagement with local media who were at the fair.

It is impossible to mention Twitter without its competitive counterpart, Facebook. **WORKFORCE**

*plus* has found that Facebook offers a place for more in-depth interaction, such as sharing news stories, best practices and polling users for feedback, while Twitter offers a forum for mostly promotional purposes. In one year, **WORKFORCE plus** gained 644 followers on Twitter and 72 fans and 250 friends on Facebook. These users consist of employers, job seekers, workforce specialists, not-for-profit partners and other Regional Workforce Boards.

Largely an extension of **WORKFORCE plus's** website, the Facebook page is an essential tool for **WORKFORCE plus** as more and more frequently users opt to stay on Facebook to search the web and never end up leaving the site. Facebook has proven useful for promoting hot jobs and hard-to-fill positions for employers, as well as promote staffing events and hiring events like the TAKE ACTION Job-a-Thon and the Get Connected Annual Job Fair.

YouTube is a tool that allows **WORKFORCE plus** to create and upload videos for informative, teaching and promotional purposes. The YouTube channel in essence gives **WORKFORCE plus** the opportunity to repurpose television commercials, which air for a limited amount of time, into timeless tools to be leveraged for information about **WORKFORCE plus** tips, best practices and employment tools.

The screenshot shows the **WORKFORCE plus** Facebook page. At the top, there's a banner with the **WORKFORCE plus** logo. Below it, a sidebar on the left lists options like Wall, Hidden posts, Info, Solutions!, Jobs, Videos, Notes, Questions, and About. The main area shows two posts from the page's wall:

- Workforce plus** posted: "We are thrilled for the 198 people who landed new jobs last week! Great job!" with 45 Impressions and 0% feedback. A comment from "Shawn Smith" is visible.
- Workforce plus** posted: "Good luck on your first day at work! 156 skilled people gained employment through us last week! Congratulations everyone!" with 66 Impressions and 1.52% feedback. A comment from "Shawn Smith" is visible.

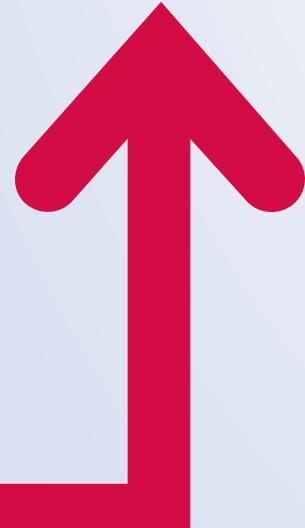
A "Write a comment..." input field is at the bottom of the post area.

Additionally, the inclusion of video in **WORKFORCE plus** social media strategy shows users that **WORKFORCE plus** provides a variety of content that can fill their needs.

Finally, **WORKFORCE plus** has been publishing content through the **WORKFORCE plus** blog, [www.youremploymentsolution.org](http://www.youremploymentsolution.org). This allows a forum for **WORKFORCE plus** to offer more in-depth advice, best practices, tips and tools for employers and job seekers. Unlike Twitter and Facebook, the blog is limitless in publishing opportunities. This year, it has been used to publish articles such as Changes in Unemployment Compensation, Worst Mistakes You Can Make in an Interview, The Minimum Wage, Using Employ Florida Marketplace, Why a Nursing Career May Be Right for You and more.

The screenshot shows the **workforceplus** YouTube channel page. It displays three video thumbnails:

- Annelmanuel** posted: "Anne Imanuel @workforceplus I thought the Job-a-Thon was fantastic! Hopefully together we helped a lot of people!!" 19 hours ago.
- GregAngelABC27** posted: "Greg Angel @ABC27 @workforceplus presents the TAKE ACTION Job-a-Thon! Call 850-580-8678 between 5 & 7, to pledge your job or credentials" 12 May.
- workforceplus** posted: "TCC workforce development is working with @workforceplus to make a stronger community. Call 850-580-8678 to the TAKE ACTION Job-a-Thon!" 12 May.



## Social Media Workshop

Social media has become not only an outreach tool for **WORKFORCE plus** to use when communicating to target markets, but an important tool for job seekers in their hunt for a new career. In this sense, it is a two-pronged tool: employers have the opportunity to scrutinize job seeker social media profiles, while job seekers may find additional job leads and career opportunities online.

Studies show the first thing an employer will research about a potential hire after the interview is the interviewee's social network pages (footnote). What does this mean for job seekers? For **WORKFORCE plus**, it means the necessity to equip job seekers with the knowledge that what was once considered personal and private is now subject to public scrutiny. In an economy where earning gainful employment is already at near-peak difficulty, **WORKFORCE plus** believes no other barriers to employment should arise.

In the Social Media and Your Job Search workshop, **WORKFORCE plus** facilitators teach job seekers to recognize what is and what is not appropriate for a social networking site.

With that groundwork laid, the social media workshop brings job seekers into the world of using social networking to their advantage. Job seekers are taught the benefits of each of the most popular social networks in their job search as well as their limitations. The social media workshop is just one of many ways **WORKFORCE plus** is an innovator in workforce development.



Wednesday, February 2, 2011  
**Why a nursing career is right for you**

Is a nursing career right for me? This is a common question among high school graduates, university students and people looking to start a new career.

Nursing is an exciting employment option and a much-needed profession. According to the Bureau of Labor Statistics, numerous job openings and excellent job opportunities are expected in the future. How do you know if nursing is right for you?

Before making the decision, there are a few things to consider. It is important to weigh the possibilities to make sure a nursing career is the right one!

In this post, we'll talk about education, compensation, security. What education is needed to begin or continue a nursing career? What is the average salary, and what are the benefits? Finally, in this employment market, it is vital to consider security and job stability and we will ask: what job security is there in a nursing career?

**About WORKFORCE plus**

**WORKFORCE plus** leadership and support for a workforce development system throughout Gadsden, Leon and Wakulla Counties. Together with numerous community stakeholders, world-class employees and proactive educational providers, **WORKFORCE plus** works to enhance the economic development of our community.

## Workforce Technology

Thanks to securing a Digital Access Grant, **WORKFORCE plus** was able to introduce the Tech Challenge Professional Development Series this year to offer tools for keeping Region Five's workforce at the cutting edge of workforce-related technology. One training event in the Tech Challenge was the Microsoft Super User Workshop.

The Super User Workshop taught local employees the necessary skills to gain proficiency in Microsoft programs, the leading computer software in businesses around the world. During this one-day event, **WORKFORCE plus** hosted a no-cost workshop for business' existing employees to master Word and Excel, offering an opportunity for employees to remain competitive in the workplace and for businesses to gain a more productive workforce.

**WORKFORCE plus** also has a job seeker arm of workforce technology development. The **WORKFORCE plus** Training Academy is one of the region's premier workforce development no-cost training solutions. The Academy offers free classes that provide mastery of Microsoft Word, Excel and PowerPoint and help to make job seekers more marketable in a 21<sup>st</sup> century economy.

*It is with appreciation that I write you to thank you for your excellent presentation of Microsoft Office Excel 2007. The class has been very helpful in updating my knowledge and skill set. In my previous management position, I had support staff that could create the documents for me. As a result, I never learned the technical skills to complete the task myself. In our current economy, I realize that managers now need to have the mastery of technical skills in order to compete in our complex national and global economy.*

*I greatly appreciate the fact that **WORKFORCE plus**, offers many classes which provide the skills needed in my job search. I have enjoyed your upbeat teaching style and the personal attention you give each student. You are an asset to **WORKFORCE plus** and I have recommended your classes to several other people in the past week. I look forward to attending the second part of the Excel class and the PowerPoint lessons, as well. I could not afford to attend private classes in the current economy, and am grateful to **WORKFORCE plus** for the training academy.*

*Lisa Maynard, **WORKFORCE plus** Training Academy Graduate*

# Operations

**WORKFORCE plus** innovated and improved many operations and human resources-related processes and procedures over the 2010–2011 fiscal year. These improvements included process change strategies, training and development opportunities and enhanced staffing management. We realize that true success is directly related to our ability to ensure that our team is well equipped with information and that our services are delivered in a unified manner that realizes our mission of providing comprehensive employment and workforce services for our region. Many internal obstacles have been conquered this year, and we continue to create opportunities for our customers to more easily access the broad spectrum of services provided by **WORKFORCE plus**.

Most telling of this overall improvement is the system's integration of various internal stakeholders

in the interviewing process. This integration allows the organization to make current hiring decisions with future needs in mind. Further, a more standardized interviewing process is followed throughout the entire system, thus enabling candidates to better understand the positions for which they have applied, the challenges they may face in the position and the opportunities that are offered.

In addition, **WORKFORCE plus** implemented an on-boarding process that exposes new staff members to the entire **WORKFORCE plus** system during their first 30 days of employment. We are distancing ourselves from the days where each program area operated as an independent silo. Today, because staff members are knowledgeable about all of our programmatic areas, our customers' needs are better met and our staff members function together as a seamless unit.

All of the programmatic, leadership, communications and other development training opportunities offered to staff this year have resulted in a better informed and prepared workforce serving our customers. We realize that in order for our organizational vision to be fulfilled, we must train and maintain a highly

knowledgeable staff. Moreover, we recognize the benefits of providing training opportunities that allow employees to grow professionally.

Because a solid foundation is paramount to ensuring excellent service to our customers, **WORKFORCE plus** provides front-line employees with a comprehensive outline of position-specific competencies and resources to ensure these competencies are achieved. Internally referred to as Training Plans, these outlines provide a clear framework designed to enhance our employees' abilities to meet job-specific and organizational performance requirements. **WORKFORCE plus** builds on this foundation throughout the year, in accordance with our regional training plan, via weekly staff trainings, cross-training opportunities, access to elective internal and external training

opportunities and one-on-one coaching and training from subject matter experts. During the 2010-2011 program year, staff members participated in a total of 205 training opportunities equaling more than 1,900 training hours region wide.

In addition to training opportunities, **WORKFORCE plus** created many task forces, *ad-hoc* committees and work groups to improve processes in all programs and office locations. Staff reviewed programmatic policies and procedures to ensure accuracy, accountability and consistency. In a system with programs as varied as this one, it is important for staff to be able to visualize the connection between programs and make the appropriate referrals, even when the customer doesn't recognize the additional service **WORKFORCE plus** can provide. Employees readily provided input, participated in the solutions and helped to drive the change necessary for the organization's success. As a result, employees have a more in-depth knowledge about our system and organizational goals not only at the supervisor level, but also at the front-line level, which ultimately affords the organization the opportunity to react more quickly to our customers' needs.

One prime example of the current system integration approach occurs every quarter at the Process Review Meeting. Programs represented at these meetings include Wagner-Peyser, Welfare Transition and Workforce Investment Act staff as well as Assessment, Quality Assurance, Training and Development, Job Order Control, Business Services, Executive Center, Food Stamp Employment and Training and Veteran services staff. The goal of these quarterly meetings is to identify areas for improvement and to streamline processes to enhance services. Each stakeholder identifies the program's customer group, service delivery process, designation of an operating theme for the program area and quantifiable action steps to achieve the operating theme. An analysis is conducted by the stakeholders present regarding

the core processes applicable to each program. Areas of strength and opportunity are identified for each program. The strategy is to implement action steps to continually improve the core process areas until they become strengths within the organization. Each quarter, the previous operating theme is discussed to determine the outcome of the previous action steps.

Another example of how the system is positioning itself to better serve our customers is reflected in the skill level and professional experience of the Executive Center staff. Today, Executive Center job seekers receive assistance from HR professionals with more than 15 years of experience hiring professional and executive-level candidates. These professionals know first hand what our job seekers will face when applying for jobs and interviewing with employers for professional-level positions, which has resulted in better serving the population within our community this year.

Furthermore, the system is taking active steps to create a Business and Employer Services staffing

structure that will better promote the many services and opportunities offered by **WORKFORCE plus** to employers in our region. This new model is structured so that we have the right people in the right positions to expand the number of employers we serve, increase the amount of services employers are using and exceed the expectations of the employers we serve.

And, finally, the organization is well positioned to undertake the Three Year Strategic Plan that was developed this year thanks to the commitment



and leadership of our Board of Directors and the **WORKFORCE plus** Leadership Team. Goals related to supporting employers, job-seeker customers, internal staff, community partners, stakeholders and the community at large were established along with detailed objectives that will further enable the organization to meet the needs of our customers. To be successful, we realize that it will take everyone in the entire **WORKFORCE plus** system working together, sharing ideas, improving processes and creating opportunities. This year, we believe we have conquered many obstacles, and we are looking forward to reaching even more of our potential as we undertake the challenges ahead.

# Employee Training Sessions

Number of Training Sessions Held



# Investing In Our People



WORKFORCE *plus* Wakulla County



WORKFORCE *plus* Gadsden County



WORKFORCE *plus* Executive Staff



WORKFORCE *plus* Leon County

# Service in Action

**WORKFORCE plus** recognizes the needs of our community and the struggles faced by our customers on a daily basis. The challenge of high unemployment leaves many in our community struggling to be able to provide basic needs such as food, healthcare and shelter to their families.

During the 2010–2011 program year, **WORKFORCE plus** team members, partners and stakeholders raised nearly \$8,000 in support and provided more than 600 hours in volunteer service to aid local nonprofit agencies and their missions that in turn fill essential needs for our customers.

## Ready to Work, Ready to Walk

**WORKFORCE plus** was “Ready to Work and Ready to Walk” on April 30, 2011 in support of the March of Dimes movement to improve the health of babies in our local area.

Each member of the **WORKFORCE plus** team played an integral role by purchasing a shirt, making a donation to the team or participating in the nationwide Walk Campaign.



## America's Second Harvest of the Big Bend

One in eight Americans experience hunger on a regular basis. Every month in the Big Bend, over 30,000 people (one-third of which are children and 11% of which are seniors) receive donated food. Locally, one of our region's leading food banks, America's Second Harvest of the Big Bend, distributes over three million pounds of food every year, equaling two million meals for those in need.

These statistics, along with understanding the basic need for food, inspired **WORKFORCE plus** to coordinate a Volunteer Day to assist with the sorting, packing and shipping of the many donations received by Second Harvest.



## Healthcare in Haiti

The January 12, 2010 Haiti earthquake was a catastrophic, magnitude 7.0 earthquake that hit near the town of Léogâne, approximately 16 miles west of Port-au-Prince, Haiti's capital. By January 24, 2010, at least 52 aftershocks measuring 4.5 or greater had been recorded. It was estimated that nearly three million people were affected by the quake, with the Haitian government reporting an estimated 316,000 dead, 300,000 injured and 1,000,000 made homeless. With the devastation seen on television, many were filled with compassion and a desire to help those in need.

While many of the local college students were enjoying some fun in the sun, a small group of **WORKFORCE plus** customers currently enrolled in healthcare training programs at Tallahassee Community College gave up their Spring Break to join the Tallahassee Haiti Medical Team's trip to Haiti. The students provided humanitarian relief and medical efforts for Haitians.

To help support the trip, **WORKFORCE plus** conducted a food drive soliciting donations of rice and beans, along with monetary donations. Each week, through county-specific team member meetings, office managers collected donations for the Tallahassee Haiti Medical Team.



## Helping Hands that Foster Hope

We have come face to face with feelings of hopelessness and fear of tomorrow as we serve a multitude of customers with a variety of challenges. However, through the compassion and dedication of our team we have channeled our energies into delivering hope through our services and extending a helping hand via our community outreach efforts.

## I'm a Champion for C.H.A.N.G.E.

**Communities Helping All Neighbors Gain Empowerment (C.H.A.N.G.E.)** was the motto for the first **WORKFORCE plus** company-wide United Way of the Big Bend campaign. With the company mascot Charlie the Chameleon, each office participated in a C.H.A.N.G.E. war and payroll contribution program.

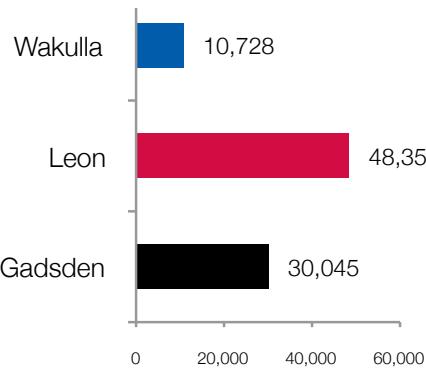
**WORKFORCE plus** donated all proceeds to the United Way of the Big Bend, which serves agencies in Gadsden, Leon, and Wakulla counties.

# Performance

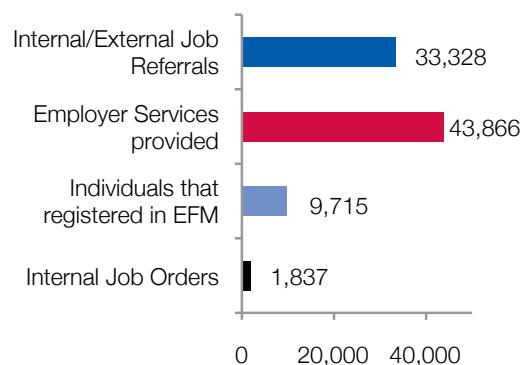
- Customer Traffic Data (by County): Customer Traffic Data is calculated by a manual count of customers who physically sign in to each office for services.
- Program Enrollments are the counts of customers registered for Wagner-Peyser, Workforce Investment Act and the Welfare Transition programs.
- Workforce Services Provided represents the total number of workforce services provided to all customers served by WORKFORCE plus.



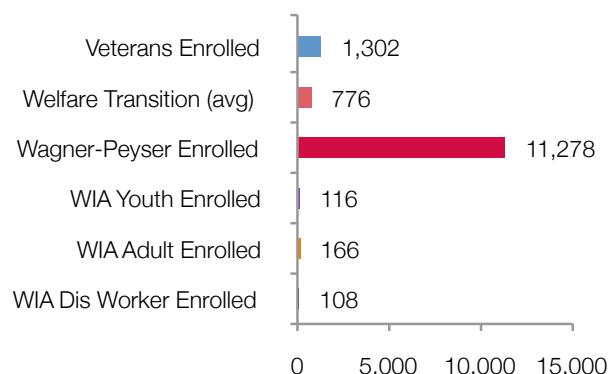
**Customer Traffic Total:**  
**89,125**



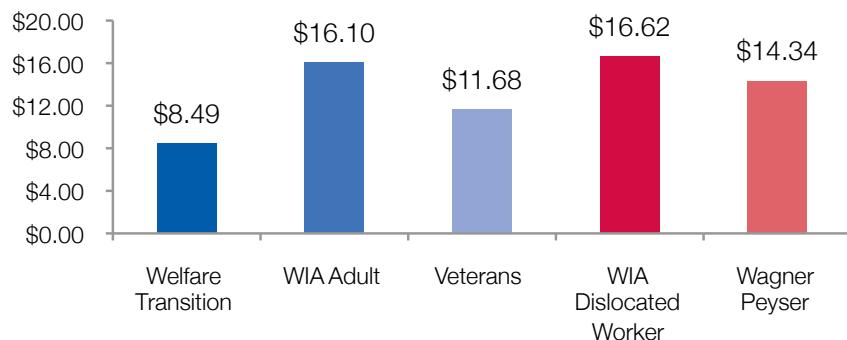
**Workforce Services Provided:**  
**88,746**



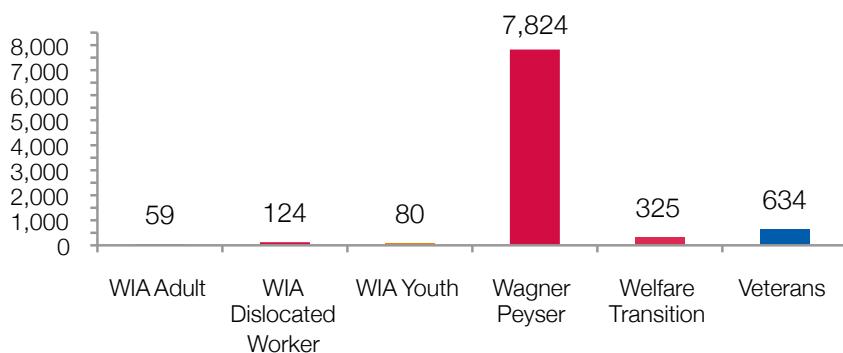
**Program Enrollments:**  
**13,746**



### Average Wage Rate



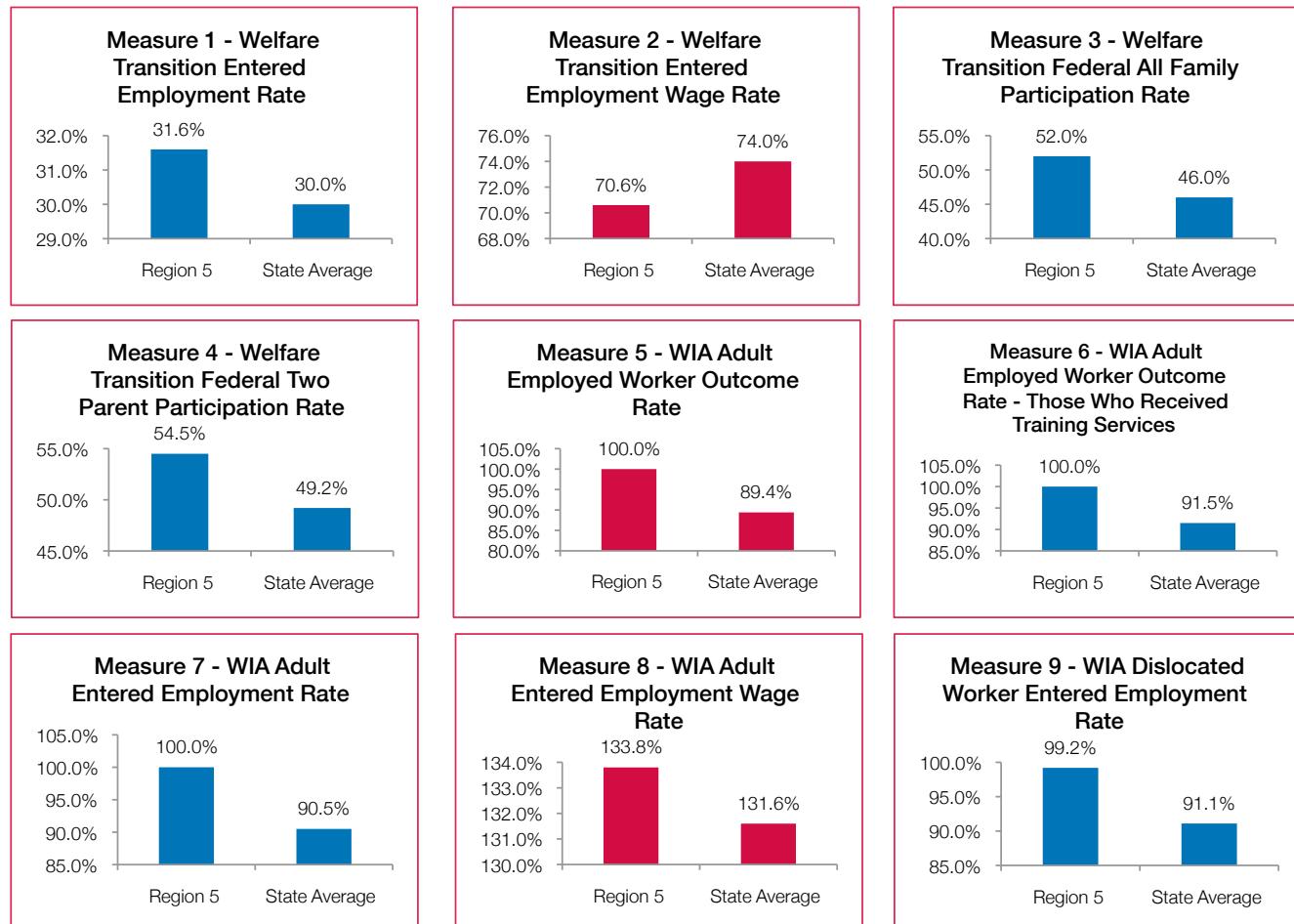
### Job Placements/Obtained Employment Total Placements: 9,046



# Monthly Management Report – State Comparison

The Monthly Management Report (MMR) consists of 26 performance measures that represent a snapshot of the data present in the Management Information Systems (MIS) on the last day of each month. Data is extracted from different MIS systems to include Employ Florida Marketplace (EFM), One Stop Service Tracking (OSST), Department of Children & Families (DCF) and the Department of Revenue (DOR) MIS. Monthly Management reports display each of the 24 workforce regions monthly and year-to-date performance to include the state average for each measure. This report is a valuable tool as it allows leadership to be proactive in managing performance outcomes. Using this report the performance can be monitored on a monthly basis and processes may be

adjusted to address areas of opportunity. Long-term reports are valuable as well, however any changes in processes made will not be revealed for several months. Since all workforce region data is displayed on this report we can review how well we are performing in each measure in comparison with the other workforce regions. The data for each measure is a summary count (numerator, denominator, and rates) for each measure on a year to month and month-only basis.





# Financial

**WORKFORCE plus** oversaw \$4.9 million in revenue and expenses for the 2010-2011 fiscal year. As revenue from our recurring base allocations continue to decrease, we have been able to maintain the same level of quality service by obtaining other sources of revenue through sponsorships and grants. Over the course of the year, **WORKFORCE plus** secured additional grants that totaled \$714,000 in revenue. These grants not only provided additional revenue, but also assisted veterans, dislocated workers and customers seeking to advance or gain employment in the healthcare industry.

- The **Homeless Veterans Reintegration** grant provided job seeker and career counseling services to assist with the reintegration of homeless veterans into employment as well as provide critical linkages for a variety of supportive services.
- The **Veterans Stand Down** grant funded our annual Veterans Stand Down event aimed at providing assistance and supplies to promote independence for homeless veterans.
- The **Disability Navigator** grant provided seamless and comprehensive services at each of our **WORKFORCE plus** offices for individuals with disabilities to aid in navigating **WORKFORCE plus** services.
- The **Rapid Response** grant supported our delivery of dislocation services to state workers both in advance of a layoff as well as immediately after layoff occurred.
- The **BrAive** grant supported homebound veterans of Operation Iraqi Freedom and Operation Enduring Freedom with job search and placement assistance, career planning and counseling, assessment and testing services, interviewing skills training, referral to educational and vocational training programs and other related services assisting with reintegration back into civilian life.
- The **Employ Florida Healthcare Initiative** grant assisted eligible individuals who were underemployed and in need of incumbent worker training. Additional training was also offered to participants seeking career advancement who wanted to become nursing assistants, pharmacy technicians or health information specialists in order to gain employment in the healthcare industry.
- **Florida Access** funding from the Department of Children and Families enabled each of our **WORKFORCE plus** offices to serve as an access point to facilitate online applications for food, cash and medical assistance.
- The **Trade Adjustment Assistance** grant provided benefits and services to workers who lost their jobs as a result of a reduction in domestic production related to foreign trade.

## American Recovery and Reinvestment Act

**WORKFORCE plus'** total grant allocations for the 2010-2011 fiscal year totaled \$6.9 million, a decrease of 11% from the previous year. This resulted from the expiration of the 2009 American Recovery and Reinvestment Act (ARRA) which was passed by Congress in an effort to jumpstart economic activity and invest in long-term economic growth. During the 2010-2011 fiscal year, **WORKFORCE plus** received an additional \$361,000 in ARRA grants to continue job creation and sustaining initiatives to assist both employers and job seekers in Gadsden, Leon and Wakulla counties.

- The **Florida Back to Work** grant created subsidized employment opportunities to assist both employers and job seekers in Gadsden, Leon and Wakulla counties.
- The **Digital Access Initiative** grant provided digital literacy training courses and certifications for Microsoft Excel, Outlook, Word and Power Point.

### Statement of Financial Position As of June 30, 2010

ASSETS	
Cash	\$148,838
Grants and contracts receivable	570,487
Prepays	13,624
Capital assets, net	332,296
<b>Total Assets</b>	<b>\$1,065,245</b>

LIABILITIES	
Accounts payable	\$319,536
Accrued liabilities	54,808
Unearned revenue	157,254
<b>Total Liabilities</b>	<b>\$531,598</b>

NET ASSETS	
Invested in capital assets	\$332,296
Unrestricted	201,351
<b>Total Net Assets</b>	<b>\$533,647</b>

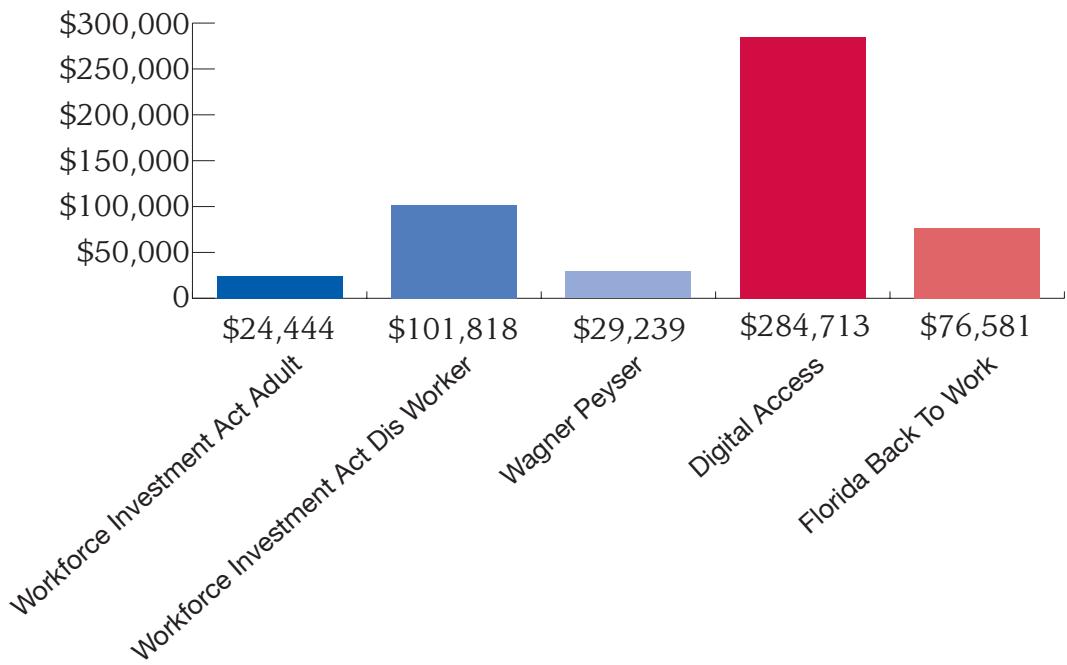
Total Liabilities and Net Assets	\$1,065,245
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Note: Statement of Assets, Liabilities & Net Assets for Fiscal Year ending June 30, 2010 U.S. Office of Management and Budget (OMB) Circular A-133 Independent Auditor's Report.



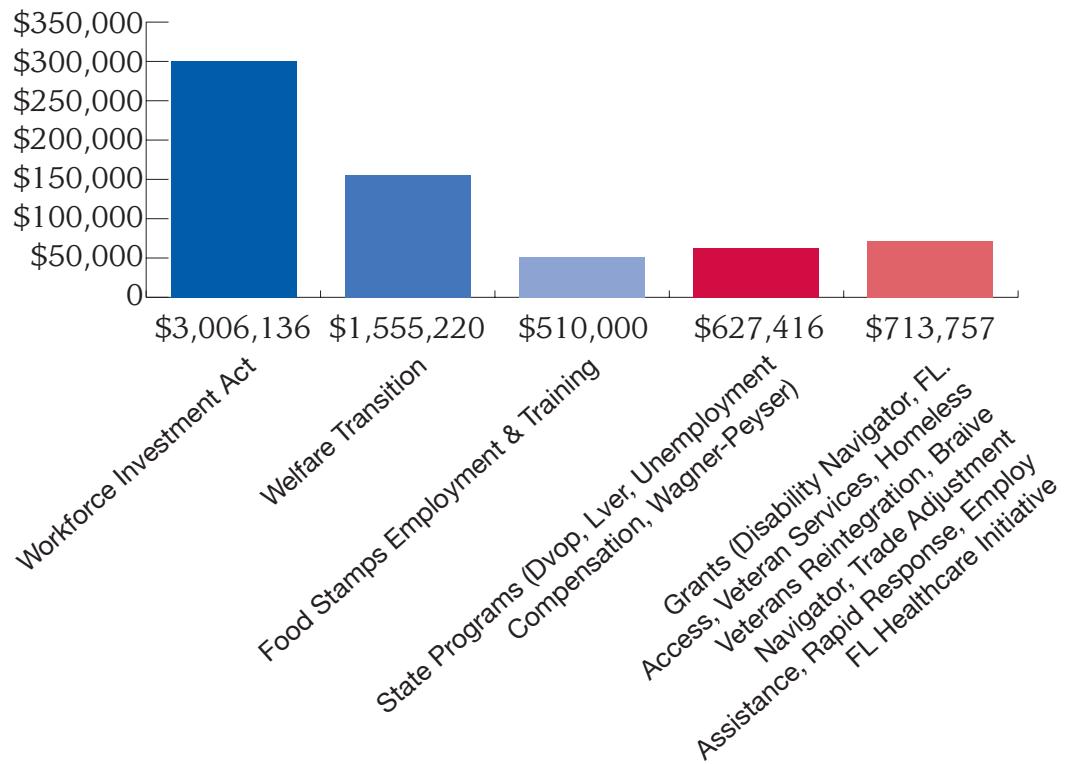
## 2010-2011 ARRA Funding Availability

Chart represents 516K dollars of total grant awards available to **WORKFORCE plus** during the final year of the American Recovery and Reinvestment Act (ARRA) of 2009.



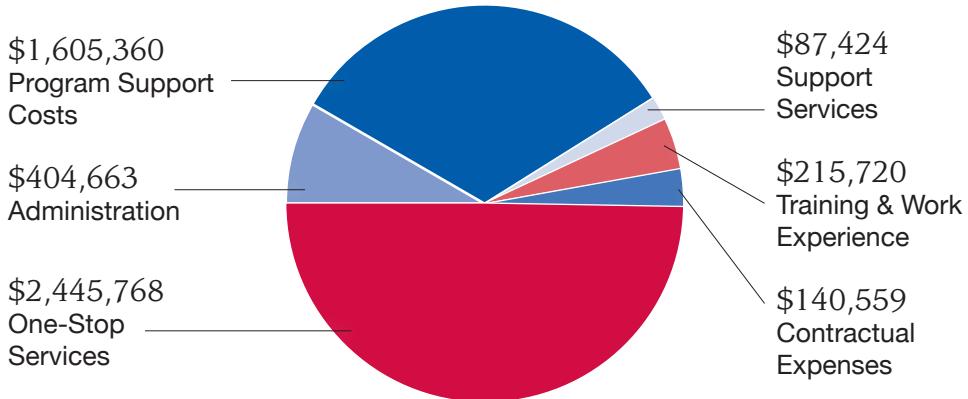
## 2010-2011 Funding Availability

Chart represents the total grant awards for all non ARRA revenue and funding streams available to **WORKFORCE plus** during Fiscal year 2010-2011 totaling 6.4M dollars.



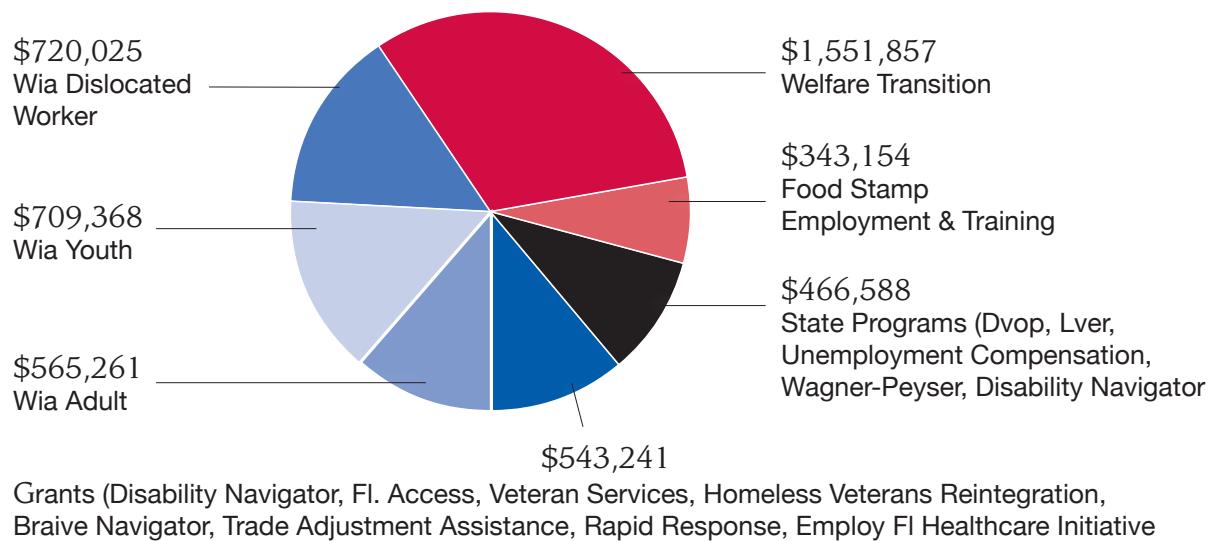
## 2010-2011 Functional Expenses

Chart reflects total unaudited expenses grouped together by cost category for all non ARRA funds during Fiscal Year 2010-2011 totaling 4.89M dollars.



## 2010-2011 Program Expenses / Revenue

Chart reflects total unaudited expenses grouped together by program or category for all non ARRA funds during Fiscal Year 2010-2011 totaling 4.89M dollars.



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