

ANNUAL REPORT 2006-2007

# WORKFORCE *plus*





The vision for **WORKFORCE** *plus* is to serve as  
our community's premier "employment solution."

WILLIAM D. COLLEDGE







Jerry

ROSE



## Letter from Chairman William D. Colledge

**WORKFORCE plus**, the regional workforce board for Gadsden, Leon and Wakulla counties, exists to promote and sustain the economic vitality of our region.

The vision for **WORKFORCE plus** is to serve as our community's premier "employment solution." This comprehensive vision keeps the board focused on developing a workforce system that is useful, accessible and understandable to all of the system's customers. Today's customers include businesses looking for qualified workers, unemployed residents looking for jobs and incumbent workers wanting to upgrade their skills in a changing work environment.

The board provides policy oversight of state and federally funded job training and education programs. Board members, a majority of whom are business and industry leaders, look at employment trends and emerging occupations to ensure training is customized and that locally we are prepared for high demand, good wage jobs. As a result of this oversight, public and private educators and training providers connect with employers to ensure the right people are being trained for the right jobs.

As we move into our next program year, it is the on-going commitment of this volunteer board to ensure that we are meeting the demands of this great community by working hand-in-hand with each of you.

A handwritten signature in black ink that reads "Wm. D. Colledge". The signature is written in a cursive, slightly slanted style.

WILLIAM D. COLLEDGE

Chairman, **WORKFORCE plus**



## Letter from CEO Kimberly A. Moore, MBA

Greetings, On behalf of the **WORKFORCE plus** Board of Directors and the staff, we would like to introduce our 2006-2007 Annual Report. This report highlights both the challenges and successes that our system has seen over the last year. It gives me great pleasure to share that the level and magnitude of our accomplishments certainly outweigh any challenges presented.

Over the last year, we have seen tremendous growth in the awareness of the services the organization offers and the number of businesses and jobseekers that have accessed the service and seen positive results. More than 10,000 individuals gained employment by way of our system. Additionally, we delivered more than 100,000 direct services to customers within the tri-county area.

As you will see in the report, the strategic direction of **WORKFORCE plus** and our accomplishments for the program year reflect our commitment to being proactive and responsive to the needs of our community. Through increased partnerships with economic development, education, and the industry sector initiatives, we will continue to increase the awareness of **WORKFORCE plus** as the convener of workforce issues and the vehicle to create the solutions.

As we close one year and begin another, we will continue our focus on dealing with real workforce issues and needs. Our strategic direction will be highlighted by the following elements: alignment, awareness, access and accountability, which will be accomplished by creating a regional strength for employers and by matching job seekers with business needs and career opportunities.

We are dedicated to building a system of excellence in workforce development and our actions show why we are this region's premier employment solution!

KIMBERLY A. MOORE, MBA

Chief Executive Officer, **WORKFORCE plus**

## A LOOK BACK

Gadsden, Leon and Wakulla counties benefit from the employment solutions provided through **WORKFORCE plus** as the workforce development board responsible for coordinating the “Demand Driven” workforce system in the Big Bend Region.

In 2006-2007, **WORKFORCE plus** was able to assist jobseekers, businesses and the community at large by adding \$5,084,083 into the local economy. These funds were directly related to creating opportunities for employment, education, training and economic development opportunities for businesses.

Additionally, **WORKFORCE plus** secured more than \$1.7 million in additional funding through grants and partnerships to augment the traditional funding.

**WORKFORCE plus** provides services through a full-service office located in each county throughout the region. These offices include co-located community partners who compliment and add value to the services necessary for employment success.

### *Developing a viable workforce.*

Jobseekers with a variety of knowledge, skills, abilities and backgrounds find success through **WORKFORCE plus** when they access many of the available programs such as Veteran Services, Welfare Transition and Workforce Investment Act. **WORKFORCE**

*plus* is designed to meet the unique needs of the jobseeker. In 2006-2007, employment solutions were provided to over 10,000 jobseekers throughout the region. The economic impact of those customers attached to the workforce was just under \$19 million.

### *Supporting existing businesses.*

**WORKFORCE plus'** premier Center for Business & Employer Services provides numerous services for employers—from processing job orders and applicant screenings to hosting mass recruitments, providing assistance with downsizing or layoffs to providing customized training for employed workers.

### *Developing professionals.*

The **WORKFORCE plus** Executive Center is a specialized resource providing no cost recruitment and employment services to businesses and professional candidates. Through **WORKFORCE plus**, the Executive Center gives employers and professional candidates access to local workforce solutions and statewide services in one location.

### *Providing access.*

The **WORKFORCE Express** serves as your mobile employment solution, delivering employer services to your doorstep. Equipped with 27 internet-connected workstations and staff, the **WORKFORCE Express** provides employers and jobseekers the employment resources they need.

## Board of Directors 2007-2008

- **Armstrong, Ken** *United Way*
- **Barkley, Robert** *Barkley Security Agency*
- **Black, Lynn** *St. Marks Powder*
- **Bowers, Gwen** *Gadsden Correctional Institution*
- **Carter, Iris** *Tallahassee Firefighters Union*
- **Carter, RH** *Wakulla Senior Citizens Center*
- **Colledge, Bill** *Capital City Bank Group*
- **Cyrus, Charles** *Capital City Chamber of Commerce*
- **DuPont-Butler, Janey** *DuPont Trucking*
- **Edwards, Barb** *Comcast Cablevision*
- **Fedd, Anthony L.** *BASF – The Chemical Company*
- **Freeland, Allen** *Wakulla County Economic Development Council*
- **Gardner, David** *Gadsden County Economic Development Council*
- **Garrett, Phyllis** *Florida AFL-CIO*
- **Ham, Donald** *Plumbers & Pipefitters Local 592*
- **Harvey, Lee** *Lee Harvey Insurance Agency*

### **Creating a pipeline for Florida's future.**

**WORKFORCE plus'** Youth Program is designed to provide guidance, opportunities and solutions to youth (14–21 years old) through services such as assessments, basic skills remediation, work readiness and employability skills training. Youth receive academic and vocational assessments to assist them in determining a career path. An individualized service strategy is developed to guide their decision making to increase their earnings potential and help them build a foundation leading to self-sufficiency.

### **PROVIDING IMAGINATIVE SOLUTIONS IN GADSDEN COUNTY**

Though less than a half-hour from the hustle and bustle of the state capital, life in Gadsden County is distinctly more laid back. Citizens enjoy an economical lifestyle, with low cost of living. There is a quality of life in Gadsden County that combines the best of the past with the convenience of the present. As a well-used slogan declares, "Gadsden County is a great place to spend an hour, a day, or a lifetime."

### **Disability Mentoring Day**

**WORKFORCE plus**, in partnership with the Gadsden County Public School Exceptional Student Education program staff participated in job/career shadowing activities for Disability Mentoring Day which occurred on October 23, 2006 in Gadsden County. Twenty ESE students, representing East

Gadsden High School, West Gadsden High School and Gadsden Central Academy participated by mentoring staff at each of the schools.

Tim Bryant, a student at East Gadsden High School, mentored by Ms. Cametra Bryant, a secretary in the administration office, stated: "I did a good job answering the telephone in the office at school. I learned a lot from my mentor about how the office operates. She helped me a lot. I would like to do this again next year." This has been an eventful first semester for Tim, who also participates in the ROTC at EGHS. Tim was recently promoted from the rank of private to sergeant.



*Tim Bryant, Disability Mentoring Day Attendee.*

- **James, Reginald** Gadsden County School Board
- **King, Darlene** Regional Consortium – Department of Children & Families
- **Kirkland, Beth** Tallahassee/Leon County Economic Development Council
- **Kiser-Burch, Pamela** Tri Eagle Sales
- **Law, William** Tallahassee Community College
- **Mead, Maria** Keiser University

- **Meenan, Timothy** Blank, Meenan, & Smith, P.A.
- **Miller, David** Wakulla County School Board
- **Overstreet, David** Children's Home Society
- **Pons, Jackie** Leon County School Board
- **Rishell, Larry** The Printing House
- **Routa, Robert** Robert A. Routa P.A.
- **Seamon, Fred** MGT of America
- **Shipman, Martin** Tallahassee Orthopedic Clinic

- **Taliaferro, Len** Embarq
- **Thornton, Glenda** Foley & Lardner

#### **Designees:**

- **John Chapin** for William Law
- **Sarabeth Jones** for David Miller
- **Bev Owens** for Jackie Pons
- **Debra Rackley** for Reginald James



At a reception held in their honor, Mentees were presented with certificates of achievement for their participation in DMD job/career shadowing. Mentees and mentors shared their DMD experiences with those in attendance and received their certificates, goody bags and were treated to lunch to commemorate their accomplishments. Sponsors for the Gadsden County DMD were Ability 1st, Florida Alliance for Assistive Services and Technology (FAAST), Gadsden County Public Schools, G & G Caribbean Restaurant, Piggly Wiggly Supermarket, Subway, Vocational Rehabilitation and **WORKFORCE plus**.

Also, as part of the Disability Mentoring Day, ESE staff and students were part of in-service training sessions regarding local employment related resources and the latest in assistive technology.

### **G\*STARS**

The Gadsden County Board of County Commissioners, **WORKFORCE plus** and Tallahassee Community College partnered to create the Gadsden Student Training Academy for Reaching Success (G\*STARS) program. This program is designed to provide at-risk youth with basic skills training, work readiness, information, and real world learning through exposure to work experiences. The Gadsden County Board of County Commissioners sought the development of a long-term prevention program that would make a significant impact on reducing the



*Kimberly Moore presents G\*STARS participants with their certificates and checks.*

county's juvenile delinquency rate and ultimately reduce the financial liability incurred by citizens paying for delinquency treatment programs. The program, funded by the Gadsden County Board of Commissioners, was designed to serve 125 students enrolled in different schools within Gadsden County in the first year. In the second year, 150 students were served. Eligibility criteria for participation in this program were developed to make the program as inclusive as possible. Criteria included such factors as school attendance, maintenance of a minimal grade point average, and active participation in the program. All the program slots are filled after an all-out recruitment effort in coordination with the participating schools, and a waiting list is compiled with the remaining applicants.

## **JULY** 2006

*The first nine students participating in the Giving Back to Wakulla Initiative receive their paychecks.*

## **AUGUST** 2006

**WORKFORCE plus** moves into their new Administrative Building.

**WORKFORCE plus** joins WCTV's "Ask the Expert" network as the local Employment Solution Expert.

Under this program middle and high school students between the ages of 14 and 18 are provided training by **WORKFORCE plus** in work maturity, work readiness, and citizenship. Tallahassee Community College provides training in career exploration and entrepreneurial skills. In addition, students are provided introductory information in accounting, cabling, graphic design, and computer repair. The program also included a job shadowing and work component for all work-age eligible youth that successfully completed their training component.

Participants are paid a stipend for the hours in which they participate in the training and work components. Work readiness and employability skills training are provided prior to placing the youth in an employment internship. Employers in Gadsden County are active partners in the job shadowing and work components. The job shadowing and work components are aligned with the interests and the skill training each youth receives. Participants are placed throughout Gadsden County in jobs ranging from counselors with the Parks and Recreation Department to customer service representatives with the City of Quincy. Participants are given the opportunity to work sixty hours for their assigned employer with a \$4.20 per hour stipend.

The program was offered May through July 2007 and 82 youth were referred by TCC. **WORKFORCE plus** offered the youth the ability to participate in job readiness and citizenship skills workshops. **WORKFORCE plus**, in conjunction with the Chamber of Commerce, established 20 job shadowing worksites for youth and served 59 youth in the job shadowing component.

We are fast approaching the third year of a tremendous partnership led by the Gadsden County Board of County Commissioners to empower youth to be the best that they can be.

### **Gadsden Technical Institute**

Gadsden Technical Institute continues to be a leading educational resource for the residents of Gadsden County. **WORKFORCE plus**, through the Workforce Investment Act, assisted eligible Gadsden residents in gaining the necessary occupational skills to become successfully employed as nurses. Seventeen students were enrolled in the Nursing program at GTI and eight students completed the program during the 2006-07 Program Year.

### **Gadsden J.O.B.S. Fair**

With the theme "Gadsden J.O.B.S.," the second annual **WORKFORCE plus** Gadsden County Job Fair brought together employers and community groups from Gadsden County to showcase the employment opportunities available.

**SEPTEMBER**  
2006

**4-8** Proclaimed by Governor Bush as "Workforce Development Week." **WORKFORCE plus** also received proclamations from City of Tallahassee, Gadsden, Leon and Wakulla County Commissions. Appreciation Receptions were held at each office to send a special thanks to all those in the community who have helped make **WORKFORCE plus** a success.

**25** **WORKFORCE plus** takes delivery of its new state-of-the art **WORKFORCE Express**. This 39 ½ foot mobile office features 27 computers, telephones, printers and much more!

The event, held on June 14, 2007 at the University of Florida IFAS Center, included more than 100 job-seekers and 25 businesses. Pre-registration, including networking and interviewing workshops, were required for participants. The **WORKFORCE Express** was on hand for resumé assistance, online job search and access to fill out applications on-line. Presented by BASF – The Chemical Company, the Gadsden J.O.B.S. Fair featured numerous Gadsden area businesses serving various industries including: Financial, Social Service, Customer Service, Clerical, Manufacturing, Corrections and Food Service. Tri-Eagle Sales served as an additional sponsor.



*Gadsden J.O.B.S. Fair participants fill-out applications.*

## **PROVIDING INNOVATIVE SOLUTIONS IN LEON COUNTY**

As the home of Florida's capital, Leon County is an intimate neo-metropolitan county where the powers of state government, academics and arts are complemented by subtle, old-fashioned charm.

### ***Leon Adult & Community Education***

Students seeking success in an alternative education program benefit from the **WORKFORCE plus** partnership with Leon County Schools Adult & Community Education. Through this partnership, students at Rickards and Godby High Schools were provided workshops and career education during regular class time. By combining education and workforce services, students are provided an opportunity to see alternate ways of creating success. **WORKFORCE plus**, in partnership with the Leon County Adult & Community Education and Rickards High School, developed a workforce and education component that allows students who are two to three grades behind to enroll in GED classes that are located on the campus of Rickards High School.

*The Gadsden J.O.B.S. Fair at the University of Florida IFAS Center included more than 100 jobseekers and 25 businesses.*



**OCTOBER**  
*2006*

*The Agency for **WORKFORCE Innovation** awards \$122,582 to **WORKFORCE plus** for the Targeted Services grant. **WORKFORCE plus** and the Big Bend Homeless Coalition partnered to educate, advocate, train and provide employment services to the area's homeless.*

**14** **WORKFORCE plus** holds 7th Annual Vet Stand Down event. Received \$5,000 from the US Department of Labor to provide services to homeless Veterans including clothing essentials, free haircuts, health screening and a variety of other services.



Teacher Patrick Wright, Sedric Harrison, Lucille Patterson and Kimberly Moore.

Once students are near completion, they are afforded the opportunity to compete for the SOAR Scholarship provided by **WORKFORCE plus**. The scholarship affords each student an opportunity to correct his or her past and create the foundation for a bright future in education. To compete for the scholarship, students must write an essay addressing the importance of an education, work, or any other workforce-related issues they have experienced. The essays are judged by a panel composed of staff from Lively Technical Center, Rickards High School and **WORKFORCE plus**.

The 2006/2007 Awardee, Sedric Harrison's essay entitled "Personal Success As It Relates to Education," was chosen because it demonstrated the con-

nection between education and workforce and how when combined, the opportunity for success was far greater when realizing the value of education. In the essay, he stated: "People look at others with a high level of education as being more responsible and trust them more. The higher the level of education, the more success you will have in life."

### **Tallahassee Standdown**

**WORKFORCE plus**, in conjunction with Big Bend Homeless Coalition, Veterans Health System of North Florida/South Georgia and other community agencies, hosted the 7th Annual Tallahassee Veterans Stand Down. Made possible by a \$5,000 grant from the U.S. Department of Labor (DOL) Veteran's Employment and Training Services, this event provided employment services, which included skills assessments, resumé writing and current job listings, to veterans and their families. This is the second year **WORKFORCE plus** was awarded the DOL grant, which was designed to assist the tri-county area's 1,210 veterans with employment opportunities.

**WORKFORCE plus** also brought its new service addition, the **WORKFORCE Express**, a mobile office outfitted with workstations inside allowing resumé writing, job search and various other services to be conducted on site.

**19** The Gadsden County Board of County Commissioners awards **WORKFORCE plus** \$5,000 to purchase Win/Workkeys, a business support tool in an effort to further economic development efforts in Gadsden County.

**NOVEMBER**  
2006

**WORKFORCE plus** awards the SOAR Scholarship to Sedric Harrison at Rickards High School.

**14** The first participating class of G\*STARS Students gather to receive their award certificates and checks for participating in the job training experience over the summer.



Members of the National Guard present needed items to homeless veterans.

### **Workforce Services for Targeted Persons**

**WORKFORCE plus** and the Big Bend Homeless Coalition partnered to educate, advocate, train and provide employment services to the area's homeless.

The Agency for Workforce Innovation awarded **WORKFORCE plus** and the Big Bend Homeless Coalition a grant in the amount of \$122,582 to provide workforce services to this targeted group. Through the first comprehensive service center, HOPE Community, each resident was provided a career specialist who assisted them in accessing a variety of services including: GED prep, vocational training, job search assistance and a variety of support services.

Kay Freeman, executive director of the Big Bend Homeless Coalition, stated: "Because residents at HOPE Community are able to stay up to six months, we will be able to continue strengthening work habits and etiquette, budgeting and responsible spending. We believe this will make the individual who is seeking employment more successful."

### **Opportunities 2007! Career Bowl**

Jubilee Job-Link and **WORKFORCE plus** held the perfect opportunity for companies and job seekers alike to start the New Year off right. Opportunities 2007! Career Bowl, held on January 17, 2007, was a career explosion and the largest community job fair to hit Tallahassee and surrounding areas.

Opportunities 2007! Career Bowl featured more than 100 businesses and organizations promoting their jobs and services. Various industries were represented: Financial, Medical, Social Service, Customer Service, Technical, Clerical, Manufacturing and many more.

This event was FREE to the general public with FREE parking, and door prizes. The CORE Institute, School of Massage provided free massages throughout the day. The **WORKFORCE Express** was available to do onsite resumé writing as well as online job searches!

**DECEMBER**  
2006

**WORKFORCE plus** is awarded the Employ Florida Workforce Excellence Award for Economic Development & Employer Initiatives.

**9 WORKFORCE plus**, in partnership with members of the Gretna Community, assist in the first ever Gretna Help & Health Day designed to bring medical, social and supportive services to one place in the rural community of Gretna, Florida.



*Participants enjoying the Opportunities 2007! Career Bowl.*

Opportunities 2007! Career Bowl was presented by Tallahassee Community College and Arbor Education & Training. Sponsors included Capital City Bank, Caspers Group McDonald's, WCTV-6, WCTV-DT2, Golden Lighting, G&G Caribbean Restaurant, The Printing House, Homes and Land Affiliate, Comcast Cable, CORE Institute School of Massage Therapy, Danzy Companies, Carlton Fields Attorneys at Law, Richardson's Family Funeral Care, GTO, Inc., MGT of America, TallaCom/TallaTech, U.S. Army and AFLAC. This was the twelfth combined year and well over 20,000 job seekers have attended our job fairs.

### ***Community High Okaloosa Institute for Career Education (CHOICES)***

**WORKFORCE plus** and Leon County Schools partnered together to meet the needs of the tri-county area by providing industry certified training for high school students in an effort to produce a highly-skilled workforce. Godby High School was awarded \$270,000 from the WIRED Initiative and Florida's Great Northwest to create CHOICE options which will be used to establish The Academy of Architecture, Engineering and Construction (AAEC) and the Information Technology-Geospatial Technology (IT GIS) program.

Each of these magnet programs will serve grades 9-12 and are designed to allow students the opportunity to graduate with a high school diploma and industry certification. These programs prepare students to become well-rounded workers with professional skills who are proficient problem solvers and communicators.

#### ***Important facts:***

- The construction industry boasts a high number of annual openings with above-average industry growth. The industry overall indicates a growth rate at 1.66 percent with over 300 existing openings. Current labor market data show a wage range of \$8.00 to 24.00 an hour for occupations within the industry.

**JANUARY**  
*2007*

**17** **WORKFORCE plus** and **ECHO Jubilee Job-Link** join together to host **Opportunities 2007! Career Bowl**, the largest job fair in North Florida attended by more than 100 employers and 1,000 job seekers.

**18** **WORKFORCE plus** presents at the Tallahassee Chamber Business Nuts & Bolts "State of the Workforce."



Jean Ferguson, Kimberly Moore, Randy Pridgeon, Laura Rogers and Inez Henry accept checks for the CHOICE Grants.

- The Information Technology field is one of the fastest growing industry sectors in the region. The current growth rate for this industry is 2.55 percent with more than 300 openings. There will be an anticipated annual growth of 2.15 percent for all Information Technology (IT) Occupations through 2014. Current labor market data show a wage range of \$15.00-\$37.00 per hour for occupations within the industry.

“These programs are excellent examples of how we are bridging the gap between school and the world of work and preparing students of today for the workforce of tomorrow,” said Leon County Schools Superintendent Jackie Pons. “As a school district,

this is one more way for us to meet the needs of our students and provide them with high-quality education options, while at the same time providing a skilled workforce to support the needs of the Tallahassee community.”

Kimberly Moore, CEO of **WORKFORCE plus**, says the programs are a win-win for everyone. “The relationship the business community has formed with the school district through this partnership will have a positive effect on every citizen not only in Tallahassee, but the entire Panhandle area. The students who complete these programs will provide products and resources that impact all of us whether it is through the building of a new home or business, or through the benefits of information technology on things such as environmental studies or business marketing.” Both programs require high levels of involvement from the business community, including internships, job shadowing, and matching of program dollars.

*“The relationship the business community has formed with the school district through this partnership will have a positive effect on every citizen...”*



**FEBRUARY**  
2007

**12-16** **WORKFORCE plus**, Capital Area Red Cross and the **WORKFORCE Express** join together to provide Disaster Awareness Week training and promotion. The Express, parked outside of Tallahassee City Hall, was utilized to provide on-line questionnaires to test preparedness.

**14** **WORKFORCE plus** issues a Request for Proposal for Primary Services and Youth Services.



Participants in the 2007 Youth Career Expo.

### **2007 Youth Career Expo**

**WORKFORCE plus** presented its second Youth Career Expo, bringing together the important elements including education, business, military and community organizations. Held on May 19, 2007, the Youth Career Expo brought more than 25 different vendors to more than 250 youth jobseekers.

“This is a great opportunity for the employer community to become further involved in developing the skills of our next generation of workers. The investment that we make in our youth today will definitely lead the way to a brighter future for everyone,” said Moore. **WORKFORCE plus** is dedicated to focusing on area youth to ensure that they transition successfully into the next chapter of their lives.

## **PROVIDING CREATIVE SOLUTIONS IN WAKULLA COUNTY**

Wakulla County’s natural assets create profitable timber and seafood industries. Restaurants, hotels, motels, condominiums, Wakulla Manor Nursing Home, Wakulla Bank, Citizens Bank, and The Wakulla News provide job opportunities as well. St. Marks Powders, a major defense contractor, employs 500 people and is Wakulla County’s largest employer. Wakulla lies just to the south of the state capital, Tallahassee.

### ***Giving Back to Wakulla***

The Giving Back to Wakulla Initiative sponsored by **WORKFORCE plus** started in 2006 and has placed 19 kids in real workplace settings. This year’s participants – Jacqueline Baumeister, Abigail Carr, Quanzee Davis, Antonée Kennedy, De’Jah Randolph, Destiny Triplett, Mariah Vernon, Alleasha Wright and Sheana Wright all worked a total of 60 hours over a six-week period during the summer break.

Under the initiative there are three exciting goals of this project. First, it provides an introduction to work for many of these youth. Second, it creates exposure to various industries located in Wakulla County. Last, it creates an opportunity for these youth to get experience in their desired field while exposing employers to their future workers.

**MARCH**  
2007

**27** **WORKFORCE plus** unveils *The Executive Center*, its newest services available for employers with professional positions and professional candidates.

**30** **WORKFORCE plus** sponsors *Access Tallahassee-service* for professionals to participate in Speed Networking.

The employers who participated and served as host sites included The Wakulla News, Shields Marina, Wakulla Senior Citizen's Center, **WORKFORCE plus**, Bright Beginnings Daycare, Wakulla County Commission and Tallahassee Community College.

"These kids really seemed to take this opportunity to heart and make the most of it. We heard nothing but accolades from all the employers as well as the parents. Kids were calling to thank us and tell us what they planned on buying with their first paychecks," says Kimberly Moore, CEO of **WORKFORCE plus**.

This year also marked the first year that Wakulla County businesses participated by sponsoring a youth with a cash donation. Gold Dolphin Jewelers, Ameris Bank and Inspired Technologies all sponsored a youth with a \$275 donation.



*Participants in the Giving Back to Wakulla Initiative.*

## **PROVIDING CREATIVE SOLUTIONS REGION WIDE**

**WORKFORCE plus** was the recipient of the Employ Florida Workforce Excellence Award for Economic Development and Employer Initiatives. The award, in the amount of \$25,000, was co-sponsored by The Agency for Workforce Innovation and Workforce Florida, Inc.

The award recognizes **WORKFORCE plus'** efforts made in regards to the Florida's BEST Grant received in August 2005. The grant reflected a proactive and energetic approach to workforce development that successfully met a clearly defined need of the local employer community, involved partnerships with the local educational community, and promoted economic development through the creation of new jobs. The results obtained clearly demonstrated how the workforce development system can successfully support economic development by producing employees who are prepared to meet the current and future needs of Florida employers.

"The concept of being responsive to the needs of the business community is paramount in meeting our overall objective of creating a climate that encourages and promotes business expansion and growth. **WORKFORCE plus** is pleased to serve in this capacity for our local business community and welcomes the opportunity to work with new businesses," says Kimberly Moore, CEO of **WORKFORCE plus**.

**APRIL**  
2007

**WORKFORCE plus**, Godby High School and The Academy of Academics & Technology are awarded more than \$200,000 in grants to replicate the CHOICE schools in Okaloosa-Walton County.

**MAY**  
2007

**27 WORKFORCE plus** hosts the 2nd Annual Youth Career Expo at the TCC Student Union. More than 200 youth attended with more than 25 employers, military recruiters and educational institutions.



*Katherine E. Wilson, Chairman of Workforce Florida, Kimberly Moore, CEO of **WORKFORCE plus**, Len Taliaferro, Past Chairman of **WORKFORCE plus** and Linda South, Director of the Agency for Workforce Innovation.*

The first component of this multi-faceted initiative was developed in coordination with St. Mark's Powder, Talla Com Industries, and Talla Tech Industries to fill their need for trained electronics technicians. The second component was an innovative banking certification program developed in collaboration with the local banking community. The third component provided 200 employees of Comcast Cable Communications, Inc. training in the growing field of Voice Over IP enabling the employees to secure the skills needed to retain their current positions and to enhance their potential for promotional opportunities. The fourth component provided Gates That Open (GTO) training in three critical compe-

tencies that its employees needed so the company could expand the scope of their business to the international market place, thus creating additional opportunities for growth.

### ***Employer of the Year: Wal-Mart Supercenter***

**WORKFORCE plus'** mission is to enhance the economic development of our community and one way to accomplish that is supplying area employers with a viable workforce. Wal-Mart has demonstrated their willingness to support our mission by hiring numerous job seekers. During two recruitment fairs, held at **WORKFORCE plus**, Wal-Mart hired more than 40 job seekers for employment at its store. It is Wal-Mart's desire to become one of the leading employers in the Big Bend area, and actions such as this prove that they certainly "mean business."

In addition to employing more than one million people world-wide, Wal-Mart has become an integral part of the communities in which it is positioned. During the annual Youth Career Expo, **WORKFORCE plus** utilized students to model clothes that showed the participating students the proper attire for attending job fairs, completing applications in person and appearing for an interview. Not only did Wal-Mart participate in this event, but they donated the clothes that were modeled to the students in the fashion show.

An additional aspect of Wal-Mart's community involvement has been its assertive effort to provide employment to area youth. Wal-Mart has stepped up to the plate and offered employment to a substantial number of young people. Some of these newly employed youth have been participants in the WIA Youth Program. This is just another outstanding example of how Wal-Mart is committed to its partnership with **WORKFORCE plus**.

Store Co-Manager Reginald Brooks recently said that "Wal-Mart is not just here to employ people and operate a successful business, but also to participate in the uplifting of our local communities." That mentality is extremely evident in Wal-Mart's willingness to participate in local job fairs, community-sponsored events, etc.

### ***Executive Center***

On March 27, 2007 distinguished Tallahassee business leaders joined together to announce the grand opening of the **WORKFORCE plus** Executive Center, an innovative specialized resource that provides no-cost recruitment and employment services to businesses and professional candidates. The Executive Center is the only one of its kind to serve Gadsden, Leon and Wakulla Counties.

The **WORKFORCE plus** Executive Center offers professional candidates education and training in a multitude of areas, including professional interviewing techniques, skills upgrade resources, career counseling and networking skills. The Executive Center will also help professional candidates connect with high-profile employers in banking, engineering, government and healthcare.



*Executive Center Ribbon Cutting on March 27, 2007.*

One hundred and nine people utilized the services of the Executive Center, and 65 percent of them had a bachelor's degree or higher. Many others had years of professional experience that could qualify as degrees. Degrees were in the following areas: Business, Adult Education, Electrical Engineering, Business Administration, Management Information System, Social Work, Political Science, Graphic Design, Nursing, Political Science, Physics, Chemistry, Journalism, Computer Science and many others.

There are many amenities for the employers as well, including on-site professional recruiting, wage and labor market information, a private room for employers to conduct on-site interviews and assistance with on-going training for current employees. Employers are also eligible for multiple tax incentives by partnering with **WORKFORCE plus** for their employment needs.

The support of the business community has been growing as more businesses are becoming aware of the services the Executive Center can provide them, mainly professional and competent potential employees who are ready to work. Businesses, such as Twin Oaks Juvenile Development, have been tapping into the resources of the Executive Center to fill their hiring needs.

Tony Read, HR Director, hired three professionals from the center for their facility, “From their new Executive Center to their Veterans Representative to the hugely successful Career Bowl, you know that when you deal with the **WORKFORCE plus** staff, you are dealing with highly competent professionals eager to connect educated and motivated employees to careers in the local industries,” Read said. On the IT side, MGT of America, Inc (MGT), a highly regarded national research, evaluation and consulting firm, contacted the Executive Center to find an analyst for their company. The search was successful and a recent graduate entered the workforce.

The **WORKFORCE plus** Executive Center will continue to bring the business community and professionals together so the Leon, Wakulla and Gadsden County area can keep expanding its economic base by retaining a very talented applicant pool that is ready to work!

### **Florida reBuilds**

**WORKFORCE plus**, in partnership with Lively Technical Center and Tallahassee Community College, provided an opportunity for residents of Gadsden, Leon and Wakulla to receive specialized

training to learn the skills needed to enter a trade or increase the qualifications they already have in the area of construction.

Florida reBuilds provided a great chance for individuals to get free training. They also provided construction businesses a labor pool that is trained and ready to provide needed services. More than 230 individuals were trained in short-term occupational skills training in the areas of Masonry, Plumbing, Residential Electrical, HVAC, Electrical and Carpentry. Nearly 180 of those completing the various programs were hired by local employers. Locally, the average wage for the approved training programs falls between \$14.10 and \$17.89 with more than 425 annual openings identified among the industry. James Tanner, who completed the Electrical program at Tallahassee Community College said, “I wanted to change careers and this was a perfect way for me to do that. I am enjoying what I am doing and feel like I am being productive. Work is steady as long as buildings are being built.”



*James Tanner, Florida reBuilds participant.*

### ***Personal Re-Employment Accounts (PRA)***

The PRA program administered by **WORKFORCE plus**, through a grant provided by the Department of Labor, provided unemployed workers, who were most likely to exhaust their unemployment insurance benefits, with additional assistance and incentives to help them return to work and to promote as much customer choice as reasonably possible. The PRA program provided eligible customers with a \$3,000 claimant-managed account. Sixty percent was awarded to those who became employed within the first 13 weeks of the program and the remaining 40 percent after six months retention on the job. Two hundred twenty-five customers enrolled and 187 found employment at an average wage of \$14.37.

### ***Ready to Work***

**WORKFORCE plus** has the solution for every employer and jobseeker's needs. Introducing its Ready to Work program, **WORKFORCE plus** has simplified the process to successfully match employers and employees through a credential process.

With the Ready to Work program, the newest innovation from **WORKFORCE plus**, skills of job candidates and needs of employers are successfully matched. By generating a productive workplace, employees and employers are able to work more efficiently towards personal and company goals.



Employees who earn a Ready to Work credential are tested on their ability to read for information, perform applied mathematics, and locate information. The results of these assessments place the jobseeker in one of three levels (Bronze, Silver, Gold) that allow them to market their abilities to employers. Jobseekers receive a Ready to Work credential signed by Governor Crist to confirm their skills and abilities.

Currently, many businesses across the state of Florida are using the Ready to Work program as part of their recruitment and hiring process. Hiring the right person for the right job is what businesses and the Ready to Work program have in common. Work environment, employee performance, retention rate; these are the positive aspects of utilizing the Ready to Work program. The Ready to Work program is funded by the Florida Legislature, and there is no cost to job seekers or employers who wish to participate.

### ***Veteran Services***

Everyday men and women who have served in the various branches of the Armed Forces visit **WORKFORCE plus** looking for employment. Through the local Veterans Employment Representatives they are able to receive individualized employment advice. **WORKFORCE plus** has special recruiting agreements with numerous local employers to give priority selection and referral to qualified Veterans and disabled Veterans. **WORKFORCE plus** Veterans' services include:

- Assessing Skills and Aptitudes
- Career Exploration
- Labor Market Information
- Listing of Current Job Openings



*"Hire a Vet" In the Spotlight.*

- Resumé Writing and Posting
- Specialized Training
- Education Assistance
- Counseling and Referral Services
- Assistance with Obtaining Support Services (Childcare, Transportation, Substance Abuse and Healthcare)
- Assistance in Filing Claims and Establishing Eligibility

### ***Targeted Industries Support Grant***

In February 2007, **WORKFORCE plus** received an \$80,000 grant to support and/or expand existing programs, support specific training/education initiatives, provide support services and facilitate the success of programs. Released in two phases, this funding allowed **WORKFORCE plus** to create Employed Worker Training grants for businesses in Gadsden, Leon and Wakulla counties to leverage the training costs of employed workers who are in need or additional skills in order to maintain or retain their employment and increase the employer's ability to stay competitive.

## **TELLING OUR STORY**

James Leonard, a local veteran, came to **WORKFORCE plus** seeking such assistance. During the initial visit, staff conducted a skills and qualification assessment and helped Mr. Leonard write a resumé. During this time it was revealed that Mr. Leonard possessed a CDL class "A" drivers License and extensive driving experience which included driving a Brinks armored truck and owning and operating his own trucking business.

During the ongoing job search process and meetings, staff discussed an opportunity with Leon Iron and Metal. Mr. Leonard was very interested in working for an organization with unlimited potential and growth, and particularly working in a family own business with an opportunity to excel.

Mr. Leonard interviewed with Mr. Mark Friedman, the business owner. Immediately, Mr. Friedman saw the potential and dedication in Mr. Leonard. On several occasions, Mr. Friedman and the operational foreman have praised Mr. Leonard for his dedication, work ethic and drive to make the company successful. He unselfishly works many hours to ensure the company is meeting and exceeding its operational commitments and goals.

Mr. Leonard is an integral part of the Leon Iron and Metal Operation. Mr. Friedman is quoted as saying, "If I could hire five more workers just like James, our business would exceed any goals we have set." Mr. Friedman further noted that his production and shipping has increased 20-25 percent since he has signed on with Leon Iron and Metal.

Phase I focused on specific key industries: aerospace, construction, healthcare, information technology and manufacturing. The grants, available at a maximum of \$10,000, specifically targeted employees who earned less than \$11.39 an hour. Phase II, available at a maximum of \$5,000, targeted employers with employees earning more than \$9.00 an hour who are in need of skills upgrade training.

### **WORKFORCE Express**

Employers and jobseekers looking for employment services will no longer have to venture to their local office for help after **WORKFORCE plus** unveiled its new **WORKFORCE Express**, which will take employment services to them. This is an extension of the brick and mortar offices. Services that you would find if you walk into **WORKFORCE plus**, you will now find offered on the mobile unit.

That's the mission of **WORKFORCE plus'** latest employment tool, a mobile office that can provide the same resources as full service offices. Outfitted with 12 Internet-connected work stations on its interior, **WORKFORCE Express** can also set up 15 additional laptops for outdoor use. "This will give us an opportunity to expand our ability to provide services, particularly in rural communities," said Kimberly Moore, CEO of **WORKFORCE plus**. "It will also serve as a quick response vehicle in meeting our job-seeker, employer and community needs in Gadsden, Leon and Wakulla counties."

**WORKFORCE plus** is among only four of the 24 regional workforce boards in Florida to have a mobile unit and the only workforce board in the Panhandle to have a unit.



*The highly capable **WORKFORCE Express** in action.*

"**WORKFORCE Express** represents the newest tool workforce officials will turn to, to deliver the employment resources our workforce needs to compete," said William Law, president of Tallahassee Community College, the premier sponsor of the **WORKFORCE Express**. **WORKFORCE Express** was commissioned in October 2006, and **WORKFORCE plus** received the mobile unit through a grant awarded by the Agency for Workforce Innovation.

### **Youth Services**

Job Corps, an additional service available through the **WORKFORCE plus** Youth program and administered by the US Department of Labor, helps young people ages 16 to 24 get a better job, make more money and take control of their lives. At Job Corps, students are placed in a residential facility where they will learn a trade, earn a high school program or GED and get help finding a job. On 2006-07, **WORKFORCE plus** admitted 13 youth in various facilities throughout the Southeast United States. While participating in the program, these youth receive a monthly allowance, career counseling and transitional services upon completion.

## TRAINING PROVIDER REPORT

As the workforce system continues to meet the expectations of the business community by providing well-trained, highly skilled individuals, **WORKFORCE plus** has been invested in providing customers that match the demands of the workforce. Hence, the partnerships and collaborations between the educational institutions and **WORKFORCE plus** are vital to the success of the local workforce system.

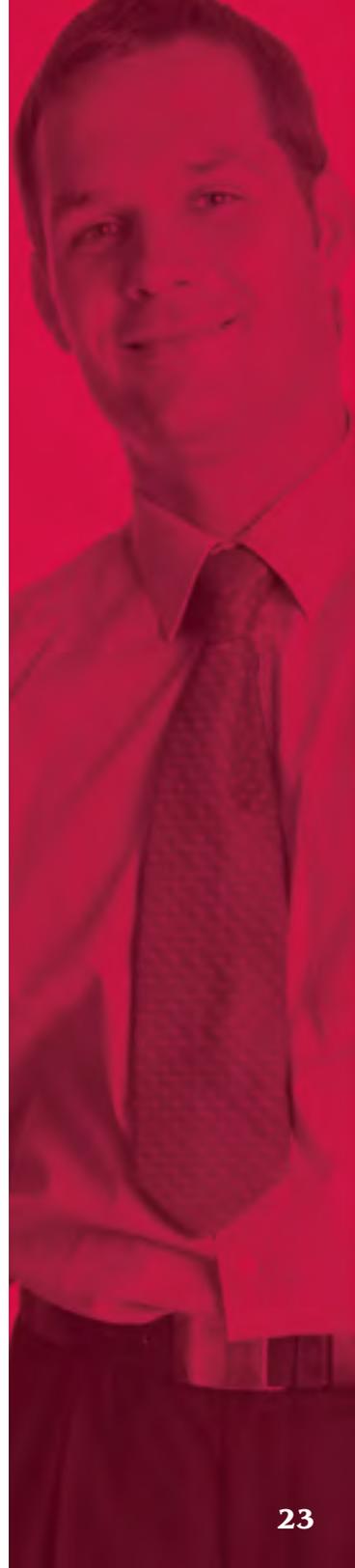
During the 2006-07 program year, there were 13 Approved Training Providers who offered a total of 91 training programs. The average placement wage for WIA adult training participants was \$11.26 and dislocated workers \$11.70. The most popular training areas continue to be Licensed Practical Nursing, and Registered Nursing, however this year there was an increase in the number of customers trained in Corrections.

Training providers are creating programs that are based on employer demands and need. The programs are often customized, short-termed, flexible and geared toward producing well-qualified applicants that are ready to enter or re-enter in into the workforce. This non-traditional approach offers value added services to both the customers and the entire business community.

Whether the goal is to upgrade occupational skills or change careers, **WORKFORCE plus** and area training providers are working together to promote a workforce development system that provides a well-trained, reliable workforce for all industries.

"I've had the privilege of working with **WORKFORCE plus** for the past two and a half years. In those two years, I've learned the true meaning of partnership, collaboration and networking at its fullest. From providing technical assistance to participating in District activities, **WORKFORCE plus** has been there." *Debra Rackley, Director of Career, Technical and Adult Education and Principal of Gadsden Technical Institute.*

*"I've had the privilege of working with WORKFORCE plus for the past two and a half years... I've learned the true meaning of partnership, collaboration and networking at its fullest..."*



## 2006-2007 PROGRAM STATISTICS

### **WIA Adult Employed Worker Outcome Rate**

*Served/Exited 209 customers*

### **WIA Adult Entered Employment**

*Served/Exited 176 customers*

### **WIA Adult Wage Rate**

\$11.26

### **WIA Dislocated Worker Entered Employment**

*Served/Exited 23 customers*

### **WIA Dislocated Worker Entered Employment**

\$11.70

### **WIA In-School Youth Outcome Rate**

*Served/Exited 511 customers*

### **WIA Out-of-School Youth Outcome Rate**

*Served/Exited 129 customers*

### **Younger Youth Positive Outcome Rate**

*Served/Exited 554 customers*

### **WAGNER-PEYSER**

Individuals Registered .....	10,457
Individuals Placed or Obtained Employment .....	6,290
Job Orders Received .....	2,008
Placement Rate .....	\$11.19

### **VETERANS**

Individuals Enrolled .....	1,282
Job Placements .....	267

### **WELFARE TRANSITION**

Individuals Served .....	1,083
Job Placements .....	557
Placement Rate .....	\$8.03

### **Food Stamp Employment and Training**

Individuals Served .....	1,218
Job Placements .....	325

### **Personal Reemployment Accounts (PRA)**

Individuals Enrolled .....	225
Job Placements .....	187
Placement Rate .....	\$14.37

### **Reemployment and Eligibility**

#### **Assessments (REA)**

Individuals Enrolled .....	2,487
Job Placements .....	395

### **Florida reBuilds**

Individuals Enrolled in Training .....	264
Completed Training .....	213
Job Placements .....	171
Placement Rate .....	\$9.53



## WORKFORCE INVESTMENT ACT FEDERAL PERFORMANCE REPORT 2006-2007

<i>Local Area Name</i>	<i>Date</i>	<i>Total Participants Served</i>
<b>WORKFORCE plus</b>	<i>July 1, 2006 – June 30, 2007</i>	Adult .....376 Dislocated Worker ..... 131 Older Youth .....88 Younger Youth ..... 618
<i>Local Area Name</i>	<i>Date</i>	<i>Total Exiters</i>
<b>WORKFORCE plus</b>	<i>April 1, 2006 – March 31, 2007</i>	Adult .....210 Dislocated Worker ..... 112 Older Youth .....59 Younger Youth ..... 491

<i>Report Title</i>	<i>Demographic</i>	<i>Negotiated</i>	<i>Actual</i>
<b>Customer Satisfaction</b> <i>January 1, 2006 – December 31, 2006</i>	Program Participants Employers	75% 77%	71.89% 77.95%
<b>Entered Employment</b> <i>October 1, 2005 – September 30, 2006</i>	Adult Dislocated Worker Older Youth	70% 74% 79%	95.20% 87.90% 83.30%
<b>Retention Rate</b> <i>April 1, 2005 – March 31, 2006</i>	Adult Dislocated Worker Older Youth Younger Youth	81% 84% 79% 54%	92.90% 92.00% 80.30% 90.30%
<b>Average Earnings</b> <i>April 1, 2005 – March 31, 2006</i>	Adult Dislocated Worker Older Youth	\$12,443 \$13,000 \$3,150	\$16,924.70 \$16,040.00 \$5,865.70
<b>Credential/Diploma Rate</b> <i>October 1, 2005 – September 30, 2006</i>	Adult Dislocated Worker Older Youth	53% 49% 38%	92.90% 85.70% 46.70%
<b>Younger Youth Diploma</b> <i>April 1, 2006 – March 31, 2007</i>	Younger Youth	49%	30.40%
<b>Younger Youth Skill Attainment Rate</b> <i>April 1, 2006 – March 31, 2007</i>	Younger Youth	74%	58.80%
<b>Youth Placement in Employment or Education</b> <i>October 1, 2005 – September 30, 2006</i>	Younger Youth	N/A	52.80%
<b>Younger Youth Attainment of Degree or Certificate</b> <i>October 1, 2005 – September 30, 2006</i>	Younger Youth	N/A	47.80%
<b>Overall Status of Local Performance</b>	Not Met (2)	Met (1)	Exceeded (14)

## PERFORMANCE MEASURES FOR THE 2006-2007 PROGRAM YEAR

<i>Areas for Evaluation</i>	<i>Performance Goals</i>	<i>Actual Performance</i>
<b>1</b> WELFARE ENTERED EMPLOYMENT RATE	27.5%	45.6%
<b>2</b> WELFARE TRANSITION ENTERED EMPLOYMENT WAGE RATE	66%	70.6%
<b>3</b> WELFARE FEDERAL PARTICIPATION RATE	50%	40.6%
<b>4</b> WIA ADULT EMPLOYED WORKER OUTCOME RATE	90%	10.7%
<b>5</b> WIA ADULT ENTERED EMPLOYMENT RATE	80%	13.6%
<b>6</b> WIA ADULT ENTERED EMPLOYMENT WAGE RATE	90%	98.9%
<b>7</b> WIA DISLOCATED WORKER ENTERED EMPLOYMENT RATE	80%	17.4%
<b>8</b> WIA DISLOCATED WORKER ENTERED EMPLOYMENT WAGE RATE	110%	102.7%
<b>9</b> WIA IN-SCHOOL YOUTH OUTCOME RATE	80%	33.7%
<b>10</b> WIA OUT-OF-SCHOOL YOUTH OUTCOME RATE	80%	56.6%
<b>11</b> WIA YOUNGER YOUTH GOAL ATTAINMENT RATE	70%	NR*
<b>12</b> WIA YOUNGER YOUTH POSITIVE OUTCOME RATE	80%	85.4%
<b>13</b> WAGNER-PEYSER ENTERED EMPLOYMENT RATE	35%	42.4%
<b>14</b> WAGNER-PEYSER ENTERED EMPLOYMENT WAGE RATE	84.5%	97.9%
<b>15</b> CUSTOMER SATISFACTION - WIA INDIVIDUALS	70%	76.7%
<b>16</b> CUSTOMER SATISFACTION - WAGNER PEYSER INDIVIDUALS	73%	72.2%
<b>17</b> CUSTOMER SATISFACTION - ALL EMPLOYERS	73%	80.3%

*\*Not Reported*



## RETURN-ON-INVESTMENT

Increasingly, workforce development professionals are using Return-on Investment (ROI) as a tool to evaluate programs and services. ROI is a measure of a company's ability to use its assets

to generate additional value for shareholders. ROI assists decision makers in evaluating the investment by comparing the magnitude and timing of expected gains to the investment costs.

### 2006-07 YTD Performance and Earning\*

Customer Group	Number Employed	Hourly Wage* (Average)	Annual Wage	Total Wages Paid
Welfare Customers	530	\$8.03	\$16,702.40	\$8,852,272.00
Adults Trained	21	\$11.37	\$ 23,649.60	\$ 496,641.60
Laid Off (Dislocated) Customers	15	\$12.22	\$25,417.60	\$381,264.00
General (Universal) Customers	5,858	\$11.19	\$23,275.20	\$136,346,121.60
Total Employed/ Earnings	6,424			\$146,076,299.20

\*ROI for **WORKFORCE plus** in all primary services groups.

### Taxes Paid

In calculating taxes, several family scenarios were analyzed:

- For Welfare Applicants:
  - single adult and two children
- Adults Trained (WIA Dislocated Worker and Adult), Dislocated and General (Universal) Customers:
  - One adult, two children;
  - Two adults, no children; One adult, two children; and
  - Two Adults, two children

Other assumptions:

- For a two parent family
  - One adult at the wage of the group (Adults, laid off)
  - The other at the General Applicant rate

- Wage earners were assumed to have worked one whole year at the average wage rate.

After testing these scenarios, Federal taxes paid were between 13 and 14 percent. In order to ensure that, in approximating taxes paid, taxes are not overstated, we have selected to use the 13 percent number.

#### Based upon the above assumptions:

- Taxes paid to **WORKFORCE plus** customers:  
 $\$146,076,299.20 \times 13\% = \$18,989,918.90$
- Actual audited expenses, June 30, 2006:  
 $\$5,854,102$
- Return on Investment:  $\$18,989,918.90 / \$5,854,102 = \$3.24$
- **WORKFORCE plus'** ROI: 3.24 to 1

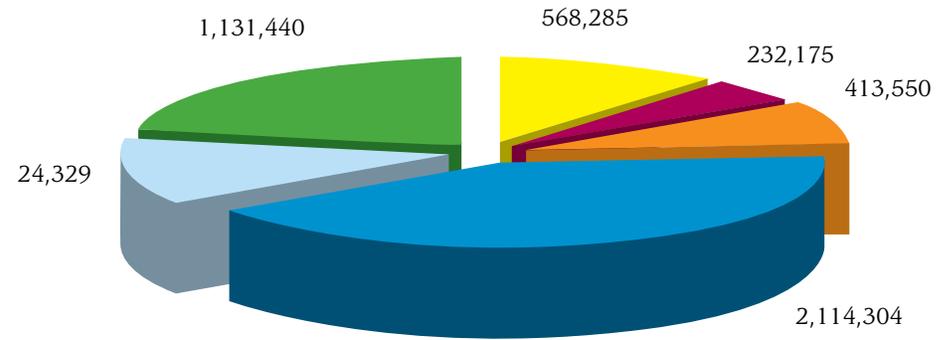
## FINANCIAL REPORT

Revenue and expenses for the 2005-2006 fiscal year totaled \$5.08 million dollars. As our recurring base allocations continue to decrease annually, additional grant awards increased our revenue by more than 22 percent.

We had a total of nine additional grant awards totaling \$1.13 million dollars in revenue which provided numerous training and employment opportunities throughout our region.

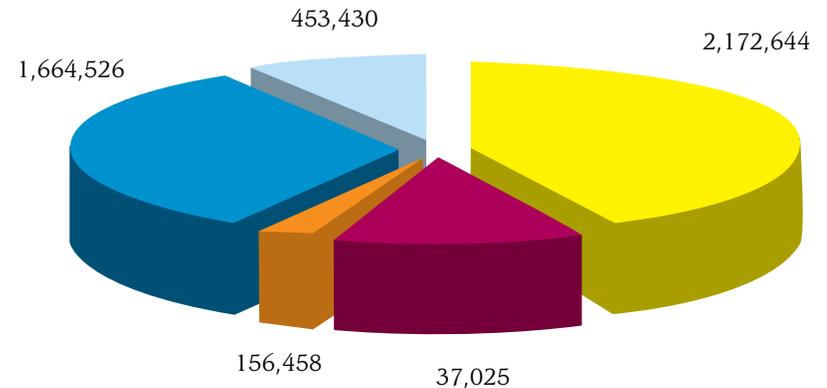
- **WIA Adult**
- **WIA Youth**
- **WIA Dislocated Worker**
- **Welfare Transition**
- **State Programs** (State Programs include *FSET, DVOP, LVER, Unemployment Compensation, Job Corps., Wagner-Peyser, Disability Navigator*).
- **Grants** Grants include *Ready to Work, Targeted Groups, National Emergency, Personal Re-Employment Account, Reemployment & Eligibility Assessments, Gadsden Stars, Florida Access, Fl. reBuilds, Mobile One-Stop*).

**2006-2007 Program Expenses & Revenue**



**2006-2007 Functional Expenses**

- **One Stop Services**
- **Contractual Expenses**
- **Support Services**
- **Program Support Costs**
- **Administration**







**ADMINISTRATIVE OFFICES**

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(850) 414-6085

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**WORKFORCE plus**

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Qunicy, Florida 32351  
(850) 875-4040

**LEON COUNTY**

**WORKFORCE plus**

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Tallahassee, Florida 32301  
(850) 922-0023

**WAKULLA COUNTY**

**WORKFORCE plus**

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**WORKFORCE plus**

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