

SOLUTIONS

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VOLUME II

EXECUTIVE DIRECTOR'S MESSAGE

The South Florida Workforce is energized with the responsibility of continuing to provide effective programs and services that will ensure employment and training opportunities in our region. Indeed, we face incredible challenges as our economic recovery gains momentum. More importantly, our workforce board remains focused on developing key strategies to effectively respond to an evolving workforce.

In the past year, we've experienced more job growth than any other metro area in our state. Over this period, trade, transportation and utilities accounted for most of this increase of 2.4 percent, faring better than the statewide growth rate of 0.6 percent. While there

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NEW CHAIR AND VICE-CHAIR APPOINTED TO BOARD

The South Florida Workforce Investment Board appoints former Vice-Chair Alvin L. West to serve as the Board Chair, and Obdulio Piedra as Vice-Chair. Mr. West succeeds Bernardo Adrover, who has been a member of the board since 2006.

As incoming Chair, Mr. Alvin West offers over 20 years of experience in implementing accounting and financial management experience. He earned an MBA degree from the University of Chicago. He currently serves as the Chief Financial Officer and Vice President of Administration for the Greater Miami Convention & Visitors Bureau (GMCVB). Mr. West is responsible for establishing and coordinating the financial affairs and policies for the organization. Mr. West served on the Executive Committee and Youth Council since 2008, and has been integral to SFWIB's strategic planning and growth. Mr. West is devoted to developing

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PROTECTING WORKFORCE DOLLARS

Workforce development programs are an important part of the nation's economic recovery and job creation efforts. While nearly 14 million Americans remain unemployed, the House Appropriations Committee is proposing to eliminate all funding and more than \$3.6 billion nationwide for the Workforce Investment Act. The resolution also supports rescinding \$175 million of current year funds.

On "Workforce Force Day of Action", a national effort to urge legislators to support protecting the workforce development system, South Florida Workforce urged local leaders to support the dissolution of this proposal. "It's imperative that we provide our businesses and our workers with the resources needed in this competitive global economy," said Rick Beasley, executive director for South Florida Workforce Investment Board.

If the bill passes, training programs and services that are vital to our local communities will be severely impacted.

July 1, 2007 through June 30, 2010	
Number of participants served at Career Centers	289,991
Number of participants placed in jobs	108,375
Number of disadvantaged youth served	8,390
Number of businesses that have utilized workforce system	10,897
Number of participants enrolled in training	7,927
ROI for every dollar invested in trained participants	\$4.05
Net Economic Benefit per placement for trained participants	\$26,380
Placement rate for trained participants	73%
Increase in Welfare Transition participation rate*	39.40% to 56.40%
*Federal standard is 50%	

Sources: *Employ Florida Marketplace Data Store and Employ Florida Marketplace*

Please join our efforts to support the disolution of this proposal and continued funding for the Workforce Investment Act. For more information on how you can become involved, visit www.southfloridaworkforce.com

TEENS GET REAL-WORLD EXPERIENCE

In partnership with the city of Miami Gardens, South Florida Workforce creates employment opportunities for young adults residing in the city of Miami Gardens.

Community involvement is a pivotal experience for teaching youth to navigate the real world and to be productive within them. The Honors Internship Program, a community-based internship for young adults' ages 16-21, paired with administrators from various departments was created with this concept in mind.

Employing young people enables them to make informed choices about their life, which economically impacts their quality life and the decisions they'll make as working adults. Through this unique opportunity, participants gain practical experience and first-hand knowledge in the field of Public Administration. Mentors share their valuable time and talents to encourage meaningful, career related experiences, and demonstrate how city government operates.

"It's always encouraging to witness young people eager to serve in the community in which they live. It reinforces their commitment to bringing forth a level of integrity, insightful and innovative thinking that will help propel their community into a better place." said, Rick Beasley, executive director of the South Florida Workforce Investment Board.

Upon acceptance into the program, a placement is arranged based on the student's interests and abilities. The participants can potentially earn from \$10.00 to \$12.00 per hour and work up to 20 hours per week for approximately 32 weeks. The program targets five high performing college students and five high school students to participate in this career-driven opportunity.

During a preliminary interview, students and mentors discuss the activities involved in the internship in order to determine appropriateness of the placement. Mentors assess the student's performance at the internship site to ensure the student's success in the program.

For more information on the High Honors Program, contact SFWIB at 305-594-7615.



*Caption: Mayor's Expo "Empowering The Unemployed" February 25, 2011
Photo: Courtesy of Lou Razzano*

GAINING A COMPETITIVE EDGE

At a time when the region is grappling with 12.1 percent unemployment rate, the need for individuals increasing their skills and claiming a competitive advantage has become more important than ever. More people are competing for jobs including recent graduates entering the workforce and baby boomers, who experts suggest, are delaying retirement. Recruiters and hiring managers deal with thousands of resumes a day. In fact, candidates are viewed as commodities, unless they provide some unique value. Moreover, establishing a personal brand that allows one to differentiate and position them from the competition, may be the deal breaker to landing a job.

For some, participating in training may be the answer to overcoming their unemployment hurdle. "Individuals undergoing training have an opportunity to make connections with professionals in their field, acquire new skills and are able to demonstrate their worth," said Rick Beasley, executive director for South Florida Workforce Investment Board.

Training individuals to maximize their potential strengthens and enhance today's workforce, which ultimately leads to a boost in the local economy. In fact, the cost and benefit analysis suggests that individuals participating in training are likely to increase their income over their work life; an added tax revenue, and reduction in government spending on public assistance.

South Florida Workforce offers a bevy of training programs for individuals wanting to enhance their skills set. However, in order to qualify for training, a job seeker must be individually assessed at one of the local Career Centers. The intensive services consist of extensive job search, a career counselor assisting the customers

with making an informed decision about their career path and providing feedback from an assessment, which helps determine the participants' academic and employment background as well their short and long term career goals.

This process could take several months, and when the client is deemed unable to find employment, the counselor will then offer training as an alternate solution. These efforts are taken to ensure that the participant in selecting a program succeeds in the training and effectively increase their employability skills. The training selected has to be directly linked to occupations that are locally in demand and that are offered by a SFW approved training agent. SFW programs are tailored to meet the needs of various populations including dislocated workers and professionals; participants of Temporary Assistance to Needy Families (TANF), Ex-offenders; At-Risk Youth; U.S. Veterans; and individuals coping with disabilities and refugees who have been residing in the U.S for 60 months or less.

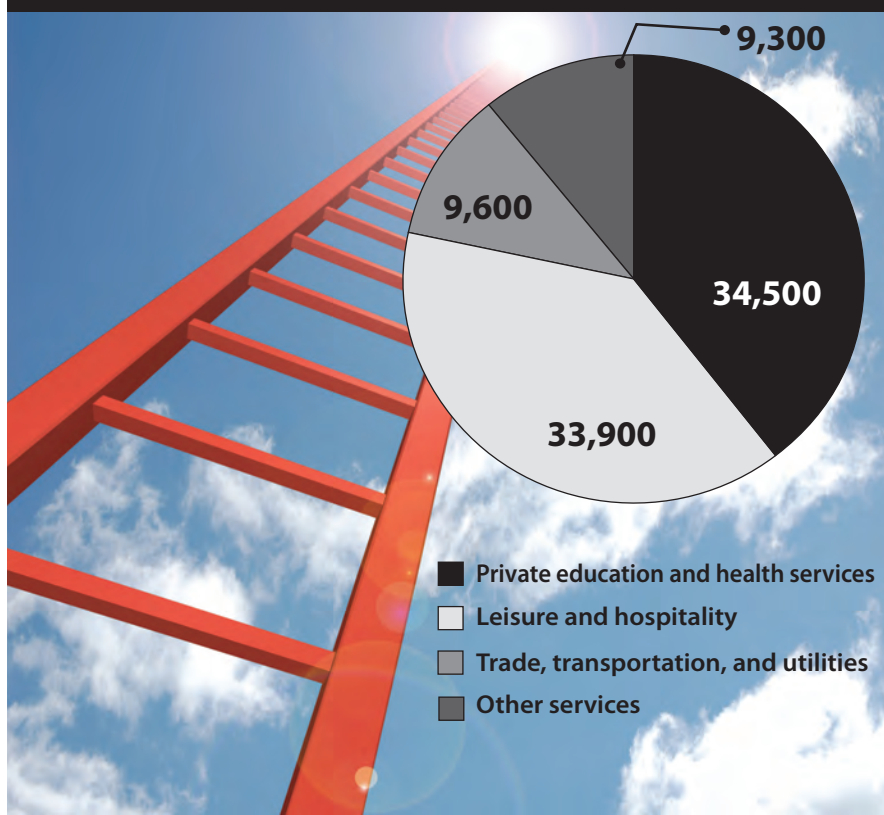
Once the individual has been determined eligible to participate in training, the cost of the training may be paid through Workforce Investment Act (WIA). WIA is a federal legislation that authorizes and funds local services providers around the country. While the participant is actively involved in the training, counselors will monitor and provide feedback on their progress.

Upon the successful completion of the training, the career advisors will assist the participant to a rewarding career path.



*Caption: Mayor's Expo "Empowering The Unemployed" February 25, 2011
Photo: Courtesy of Lou Razzano*

INDUSTRIES EXPERIENCING JOB GROWTH 2010



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NEW CHAIR AND VICE- CHAIR APPOINTED TO BOARD

and mentoring young adults in their quest to achieving their personal and professional goals.

"SFWIB extends a warm welcome to Mr. Alvin West and Mr. Obdulio Piedra. Our continued success depends on our Board's dedication, leadership and skill. We also express gratitude to our outgoing Chair Mr. Bernardo Adrover for his outstanding work," said Rick Beasley, executive director for South Florida Workforce Investment Board.

A native of Havana, Cuba, Obdulio Piedra earned a Bachelor's degree in Business Administration in 1984, and has an Associate in Arts degree from Miami Dade College. He began his banking career 32 years ago. He is currently employed as the Market President Miami-Dade for Great Florida Bank. As Vice Chair, he brings a wealth of experience to the board in consumer retail banking, operations, marketing and community relations.

Mr. Piedra has played a vital role as Chair to the Finance Committee since June 26, 2009, and also serves on the Executive Committee.

Mr. Piedra is an active participant in a host of civic and business organizations in the South Florida region including the Great Miami and the Key American Red Cross, Boy Scout of America, South Florida Council, and the Florida Financial Literacy Council. He is an avid supporter for programs involving education, the elderly and children.

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EXECUTIVE DIRECTOR'S MESSAGE

have been some gains to report, there is still much work ahead of us.

At SFWIB, we recognize that a good plan is essential in creating an overall effectiveness in delivering excellence. Our plan is to continue to expand our partnerships with the communities we serve; improve reporting by our providers by enhancing the reporting process; equip our youth with the skills for leading local industries; apply more training dollars to in-demand occupations, and lead the greatest initiative supported by our partners.

Most importantly, we continue to expand our training programs and equip our region's citizens with the skills necessary to enhance their position in this competitive market.

As always, we thank you for your continued support and we look forward to serving you.

Rick Beasley
Executive Director

SOUTH FLORIDA WORKFORCE INVESTMENT BOARD

The South Florida Workforce delivery system provides high quality, customized employment and training solutions to workers and employers in support of economic development in Miami-Dade and Monroe counties.

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Solutions is a free, monthly email publication for community partners. Some programs are based on eligibility, funding and availability. Contact your local Career Center for more information. South Florida Workforce is an equal opportunity employer / program. Auxiliary aids & services are available upon request to individuals with disabilities.