



INITIATIVES



US DOL-EMPLOYMENT AND TRAINING ADMINISTRATION
REGION 2-PHILADELPHIA

Volume 1, Issue 2

September 2002

WELCOME OUR NEW RA: LENITA JACOBS-SIMMONS



The Philadelphia Regional Office is pleased to announce the appointment of Lenita Jacobs-Simmons as Regional Administrator. Though many may recognize Lenita from her work in the ETA National Office as Deputy Assistant Secretary, or from her work in Charleston, South Carolina, few realize that Philadelphia is Lenita's original hometown.

Lenita is a native of the City of Brotherly Love, and an alumna of Temple University. She brings to the Regional Office experience at every level of government in the employment training programs. She served as Charleston County's Grants and Community Development Director, and has a long history of managing grants from writing to administration. Lenita was also the Administrator of Charleston County's Service Delivery Area, and Executive Director of the Trident Workforce Development Board.

As the national workforce system transitioned from JTPA to WIA, Lenita played an integral role in developing policy for the new system. Lenita not only brings National Office and local experience to the Philadelphia team, but also a strong commitment to the customer as well as continuous improvement. We look forward to having her at the helm. Please join us in welcoming her!



THE CAREER ONE-STOP PORTAL DEBUTED ON SEPTEMBER 3!

WWW.CAREERONESTOP.ORG

Provides a "Single Point of Entry" for Employers, Jobseekers, Learners and Workforce Professionals

The portal serves as a single point of entry through which our customer — employers, job seekers, learners, and workforce professionals — can access all of the rich information and powerful functionality of the national electronic tools formerly known as America's Career Kit. The CareerOneStop's three components are:

America's Job Bank (AJB) www.ajb.org

America's Career InfoNet (ACINet) www.acinet.org

America's Service Locator (ASL) www.servicelocator.org

Organizing the content by customer group and topical area, users can easily locate information and services. The portal also offers a new "State Gateway" which links users to the extensive resources of our state partners.

New versions of both ACINet and ASL are also now available. The new version of the Career InfoNet carries a new "look and feel" — including a left-hand navigation bar — that more effectively presents the vast array of career information that is available in this product. Along with improvements to simplify navigation, ACINet will include front-page access to the Career Videos, a spotlighted career that will change regularly, as well as a reading room of articles targeted to our customers' needs. All of the useful tools that were formerly provided jointly with the America's Learning eXchange web site will also be available.

The new version of ASL contains service information for more than 6,000 local offices across the nation, including over 1,800 comprehensive One-Stop Career Centers. Employers, job seekers, and youth can search to find offices with the services they need.

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FEATURE ARTICLE

CREATION OF A LOCAL NETWORK FOR SERVING NON-CUSTODIAL PARENTS

by Sharon Duckett, Regional Office WtW Team Member

A network of thirty individuals representing 16 local organizations has evolved from what began as an inter-agency dialogue two years ago. In early March 2000, the PA Dept of Public Welfare, County Assistance Office convened the initial meeting involving TANF, Child Support Enforcement and Welfare to Work Regional staff, grantees, service providers and vendors. All of these organizations were participating in some way in the Responsible Fatherhood movement, helping non-custodial parents re-connect with their children and contribute to their well being by paying child support.

The Philadelphia Network was formed in December of 2001. Its formation followed a 'Listening Session,' the final event at a November conference on serving non-custodial parents, sponsored by HHS Office of Child Support Enforcement and the ETA Welfare to Work program. The session served as a touchstone for the local practitioners, many of whom were able to attend because the conference was held in Philadelphia.

Since its inception, the Network has met bi-monthly as a large group, with smaller workgroups meeting in the interim period to focus on specific objectives.

This Network has a broad mission, with three carefully chosen, short-term projects designed to improve the infrastructure for serving these parents and their families.

1. Create a web-based community resource directory, with a built-in resource mapping capability showing the relationships between locations of crucial services, public transportation, schools and child care facilities, training facilities, One-stops, etc.

Milestone accomplishment: Data Collection and Verification has begun on the Resource Mapping Project this past month with the help of two Workforce Recruitment Program students provided through the US Dept. of Labor, Office of Disability Employment Policy. This work will continue in the fall with work-study students from Temple University.

2. Develop and present cross training between the social services agencies and the Family Court to facilitate referral of non-custodial parents to needed training activities.

Milestone accomplishment: This past May, three one-day training sessions, each accommodating 20

participants were presented by the Domestic Relations Division of the court to the service providers and other agency staff. Each organization was able to send two of its front-line staff to each of the three sessions. In June there were two half-day sessions for the Court, Hearing Officers, Judges, Outreach staff presented by the TANF and WtW programs, to acquaint the Court with the services available through these agencies.

3. Conduct a study, in the local jurisdiction, of the common characteristics of those who pay their child support as ordered vs. those who do not in order to target intervention services more accurately and create interagency collaboration in dealing with non-custodial clients who can served by WtW and WIA through the One-Stops.

Milestone accomplishment: The Philadelphia study was completed in July. Based on the results of this study, the group will begin to develop strategies for recruiting and retaining the target non-custodial parents for training programs.

Organizations Represented in the Philadelphia Network for Serving Non-Custodials:

Region III - HHS/ACF Child Support Enforcement

Region II - US DOL ETA WtW

Commonwealth of Pennsylvania Dept. of Public Welfare –
County Assistance Office (TANF)
Child Support Enforcement Policy and Field Divisions
Probation and Parole

Court of Common Pleas
Domestic Relations Division (Family Court)

City of Philadelphia
Mayor's Office of Community Affairs
Fatherhood Initiative
Division of Human Services

Philadelphia Workforce Development System – One-Stops (4)

Philadelphia Workforce Development Corporation – WIA program operator

WtW grantees

District 1199C Training and Upgrading Fund
Greater Philadelphia Urban Affairs Coalition
Project EARN and Coalition for Jobs and Housing
Philadelphia Workforce Development Corporation – Non-Custodial Parent Program
Temple University
CBO's
IMPACT
Delaware Valley Child Care Council



INNOVATIONS

LEHIGH VALLEY WORKFORCE DEVELOPMENT WEEK FOCUSES ON HEALTH CARE

In PA, the Lehigh Valley Workforce Investment Board held a “Workforce Development Week” in early June. With a focus on filling jobs in the health care industry, the program offered at least one workforce development event per day. The events included a telecast of “Lehigh Valley at Work” - a look at workforce development issues in the Lehigh Valley, a Health Care Day where community college staff explained their health care provider training programs, a Workforce Summit that allowed leaders in workforce development a chance to share their experiences, and a job hunter bus trip that made stops at diverse firms throughout the Lehigh Valley. The week’s activities culminated in a day-long job fair.

COMPTIA-NWCET PARTNERSHIP FOR SKILL STANDARDS IN IT INDUSTRY

by **Kevin O. Thompson**,
National Office One-Stop Team Member

The Computing Technology Industry Association (CompTIA) announced on June 5, 2002 that it has formed a new partnership with the National Workforce Center for Emerging Technology (NWCET) to develop and promote a single system of skill standards for the IT industry.

Under the new agreement, CompTIA and NWCET - both well known for their IT workforce development, education, and certification programs - will collaborate on joint skill standards, grant proposals to government and private sources to develop educational and workforce development tools, and a web-based service to promote IT career awareness - all based on a single system of information and communication technology (ICT) skill standards.

CompTIA manages an industry-led Voluntary Partnership of information and communication technology (ICT) companies on behalf of the federal government’s National Skill Standards Board (NSSB), to build a national system of IT workforce standards, assessments and certifications. Similarly, NWCET, a National Science Foundation Advanced Technology Education center at Bellevue Community College in Bellevue, Wash., works with education, business and government in workforce development and achieved national recognition by mapping the Information Technology workforce in eight career clusters.

John Venator, CompTIA president and CEO, will serve on NWCET National Advisory Board; **Lutz Ziob**, CompTIA vice president of certification will serve on the NWCET CIW

Certification Council; and **Peter Saflund**, NWCET associate director will represent NWCET on the Voluntary Partnership Leadership Council.

“The development of a single system of ICT skill standards is crucial to the growth of the economy,” said **Neill Hopkins**, vice president of workforce development at CompTIA. “ICT is the fastest growing - and fastest changing - economic sector. The industry has charged us to establish - and maintain - a meaningful set of standards to define and support the field.

“We are pleased to partner with IT industry association leader CompTIA, and the National Skill Standards Board in order to promote a single set of IT skill standards for educators,” said **Neil Evans**, NWCET executive director. “This will enable higher education to develop competency-based IT educational programs for high-demand careers in IT, and to increase the cooperation between education and business.”

“The collaboration between CompTIA and NWCET and the commitment of the Voluntary Partnership representatives will ensure clear definition and direction for the complex and ever-changing ICT career field, pointing the way to individual career progress and supporting the goals of workforce development for the industry as a whole,” said **Dave Wilcox**, executive deputy director of the National Skill Standards Board.



CAREER ONE-STOP, continued

The new version of ASL also has new geographic mapping search options that makes the office and service information easier to find and use.

One final note, the current live version of AJB has been modified to become an integral part of the portal. Version 5.0 of AJB – originally scheduled for concurrent release with the portal — will be available shortly.

Announcement taken from www.doleta.gov

For more “innovations” please visit:

www.doleta.gov/usworkforce

Or send your Innovational story to jtolbert@doleta.gov

LABOR MARKET INFORMATION PAGE

GET READY TO BE ELECTRIFIED!

by Shirley Jones, PA CWIA



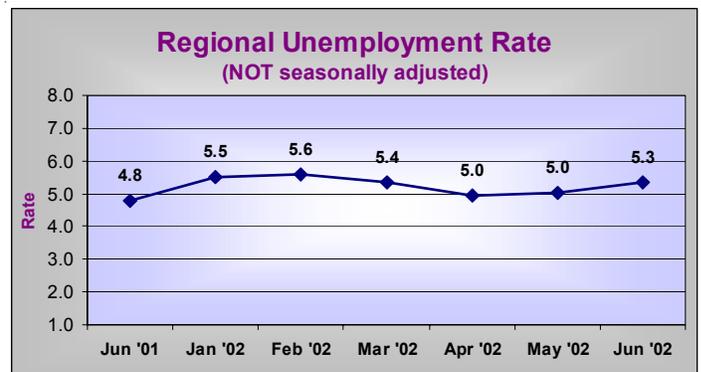
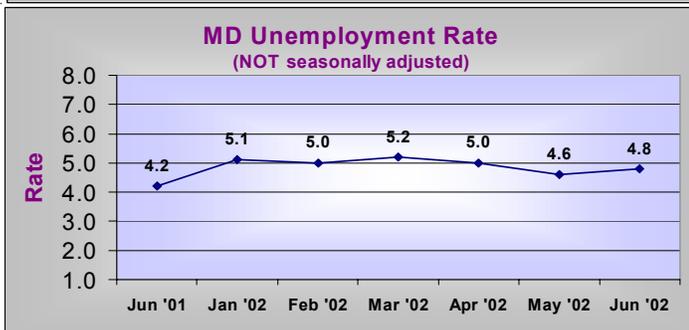
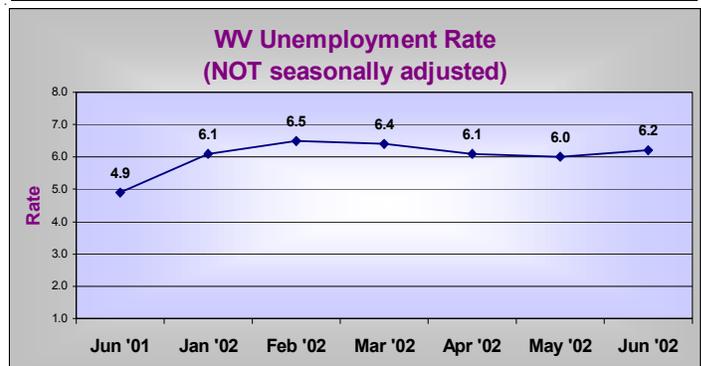
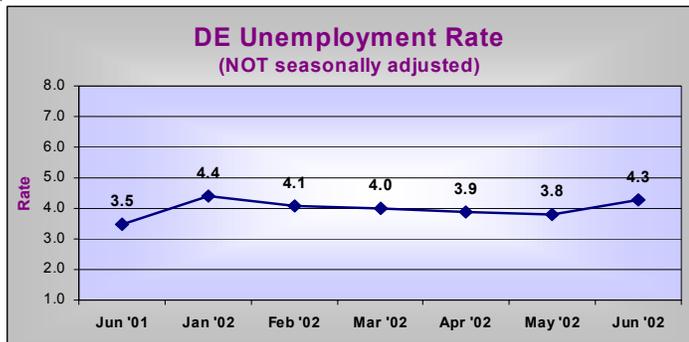
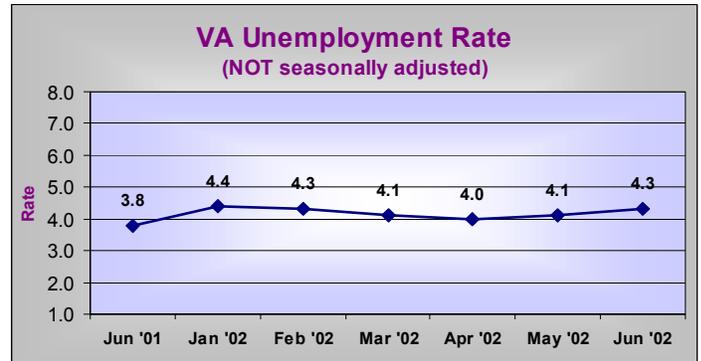
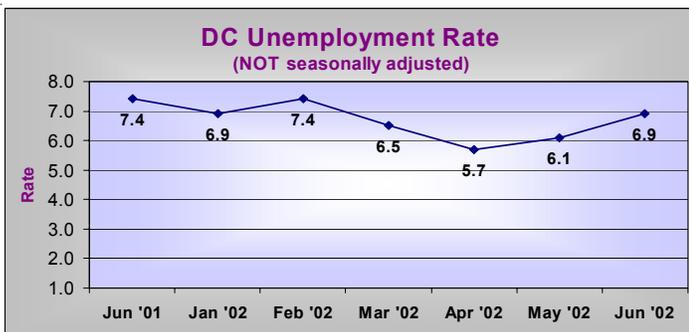
The PA Department of Labor and Industry's Center for Workforce Information and Analysis is joining with the LMI Training Institute to co-host this year's national LMI Forum. The theme? Electrifying LMI!

Labor Market Information professionals from across the country will gather in Hershey, PA, on October 7, 8 and 9 to exchange ideas and share innovative workforce practices. In addition to providing valuable networking opportunities, the LMI Forum will offer over 20 different workshops to enhance

understanding and knowledge of workforce information. Topics will range from Marketing LMI to Workforce Investment Act Updates and Best Practices in Data Collection. A wide array of exhibitors addressing a variety of LMI topics will also be integral part of the Forum.

During non-session hours, participants will be able to enjoy scenic South Central Pennsylvania.

For more information on the Forum, go to www.lmi-net.org and click on "Hot Topics." New information will be added to the website as it becomes available, so check back often!



Source: Bureau of Labor Statistics

For more LMI please visit: www.bls.gov



YOUTH PAGE



Office of Youth Services

by Linda Wagner and Sharon Wellons, Regional Office

Under the Workforce Investment Act (WIA), states and local areas in Region 2 have worked hard to build youth development systems that connect and expand resources for youth. These efforts have resulted in strong Youth Councils and expert staff to support them, awards of discretionary grants including Youth Opportunity Grants, as well as promising/effective practices and programs across the Mid-Atlantic States. Recent state reports show a decidedly upward trend in WIA youth program expenditures, performance, and numbers of youth served.

Mason Bishop, Deputy Assistant Secretary for Employment and Training, and **Lorenzo Harrison**, Administrator for ETA's Office of Youth Services, met with Youth Council members and staff at the Workforce Innovations 2002 conference. The discussion focused on challenges the Youth Councils are facing and the four baseline youth issues for WIA Reauthorization: eligibility, service delivery and procurement, Youth Councils, and discretionary investments.

Future articles will share information about this ongoing dialogue, and a range of other topics such as individuals and programs across Region 2, youth-related conferences and studies, and federal partnership activities. We will also continue putting the spotlight on youth successfully participating in WIA-funded activities:



YOUTH SPOTLIGHT

"In the early spring, staff from Appalachian Youth Services (AYS), a service provider selected through the Youth Council of the Southern Alleghenies Workforce Investment Board in Altoona, PA, accompanied **Linda Wagner** of Region 2's Office of Youth Services, and **Earl Gieger**, Youth Programs Specialist from the PA Department of Labor and Industry, to two Blair County, PA youth training sites. They met with two youth who are taking full advantage of AYS services.

At Blair Dental Associates, they met **Brandi Becker**, an outgoing high school senior from the Altoona Vo-Tech. Her story is one of ambition leading the way to good things. She is enrolled in the Dental Technician curriculum, and AYS was able to work out a schedule with the Vo-Tech to have her work mornings at Dental Care Associates. After completing the paid work experience component, she was hired! She gave a touching testimony to the support she received from AYS. She spoke of the confidence she gained and how she is already looking beyond an entry-level job, to going on for additional training in the field.



Lindsey Wells is a 20-year-old high school dropout who is putting her life back together after several years of what she described as "drifting." Prior to enrolling with AYS, she set her sight on passing the GED and met that goal. Although bright, she is ill at ease with adults. She wanted to work in the clerical field in a professional office but she couldn't begin to compete for openings. AYS offered her that opportunity with the PA Blair County Employment Office where she is progressing well. She told us that this experience has given her the resolve to go on to school for training in the clerical field."



DO YOU HAVE A YOUTH SUCCESS STORY YOU WOULD LIKE TO SHARE?

If so please contact Jennifer Tolbert, Editor at jtolbert@doleta.gov OR 215-861-5228.



WHO WE ARE



A Look at Local WIBs and One-Stops

North Central Workforce Investment Board

Contact: Mike Lawrence

Number: 814-773-3162

The North Central Workforce Board is among the most proactive in the state of Pennsylvania. Core to its mission is the development of a workforce system that meets the current and future needs of employers in the region. The Board has strong linkages with employers in the region as well as critical linkages with local economic development agencies. This strategic alignment has fostered the creation of several unique, industry-driven initiatives in the region; among the most notable is the Powdered Metals Industry.

Through a Board partnership with local powdered metals company, local elected officials, as well as economic development agencies, the region is now home to the North Central Industrial Technical Education Center (ITEC). The ITEC is a multi-million dollar, ultra-modern advanced manufacturing center that feeds the powdered metals industry and other related industries, by training students in machine trades, die setting and welding.

Coordinating with the local CareerLink Center (One-Stop), North Central staff also developed labor market based Industry Consortia throughout their six county area. These consortia meet monthly to discuss employers' workforce issues and training needs. Through the Industrial Technical Education Center, these consortia were able to leverage approximately \$1.4 million in Pennsylvania WEDnet funds (including both basic skills and information technology) and State Challenge Grant funds. These consortia have proven to be an excellent way for companies to pool resources, decrease their training costs and work together to achieve common goals, as was recently evidenced by OSRAM Sylvania.

OSRAM Sylvania provided classroom space, part of their manufacturing facility and their forklift to help five Elk County companies teach their employees how to safely operate a forklift in a busy manufacturing environment. According to **Cindy Cortinovis**, Training Specialist at OSRAM, "A survey of the Elk County Consortium revealed there was a need for employees to be trained in the correct and safe operation of a forklift. In order to reduce training costs, we offered the Consortium members the opportunity to send their employees to our facility in St. Mary's for the full day course. We were very happy to help other consortium members obtain training for their employees at our company."

The Industry Consortia have also provided workforce professionals with valuable input on various issues surrounding workforce development. A recent product of this input is the

Work Readiness Skills Standards that was developed in coordination with the industry consortia. The National Skills Standards Board had contacted North Central in the spring of 2001 to put together a locally identified business and industry profile of entry-level skill sets. Staff then met with the six Industry Consortia to discuss skills they would like entry-level workers to possess before they walk in their doors. From this input twenty-one skill areas were identified of which a curriculum is now being developed for implementation in July 2002.

CVS One-Stop, Washington DC

Contact: Daryl Hardy

Number: (202) 724-7000

Located just a few blocks from the DOL Headquarters in a national model of employer driven workforce services. CVS, which is the nation's largest drug store chain, needed workers to fill open positions in the DC metro area. The Workforce Investment Council and the One-Stops had job-seeking customers in need of employment. The idea of the partnership grew from these complementary needs.

The CVS One-Stop has all of the services that one might expect in a Career Center, however, there is a striking difference. In the rear of the One-Stop there is a complete pharmacy, a camera department and greeting cards. How many One-Stops have that?

CVS uses this facility as a training laboratory for job seekers interested in working for the drug store chain. The success of this One-Stop has led CVS to attempt to duplicate the partnership with the publicly funded workforce system in New York, Detroit, and Baltimore.

Philadelphia CareerLink

Contact: Christina Mastroianni

Number: 215-790-3664

The Philadelphia CareerLink has taken a slower, more deliberate approach in developing the One-Stop portals in its workforce system. The flagship One-Stop (or CareerLink, as it is known in Philadelphia) at 990 Spring Garden St, has a unique partnership with a major employer in the region: the United Parcel Service (UPS).

UPS is active in workforce development efforts throughout the tri-state area (New Jersey, Delaware, Pennsylvania), but nowhere is the relationship as solidified as it is in Philadelphia. The partnership in Philadelphia goes well beyond serving on

the Workforce Board. UPS is a rent paying “partner” in the Philadelphia CareerLink

Why would UPS pay rent in a public facility? The answer is simple: UPS needs workers and the CareerLink is a place where UPS can go to recruit, interview and assess potential employees. By being on site, UPS increases its presence in the employment community and has easy access to job seekers.

The relationship with the “Tightest Ship in the Shipping Business” has benefited the company as well as job seekers, and has underscored a major employer’s confidence has in the publicly funded workforce system. During 2001, UPS hired **394** employees through the CareerLink System.

West Central Pennsylvania Workforce Investment Board

Contact: Sam Gianetti

Number: (724) 658-2501

The West Central Pennsylvania Workforce Investment Board and its One-Stop office in New Castle, PA have developed several unique initiatives to promote business involvement in the One-Stop system. The CareerLink, as it is called, provides all of the services that one might expect from a One-Stop, but goes a step further than what is legally required through its involvement with employers and economic development.

Business Governance: Local staff will strongly affirm that the key to the success of their CareerLink is the active role that employers play in the governance of the system. The CareerLink has partnered with the local Chamber of Commerce to solidify their relationship with employers; and much like the Chamber, the CareerLink charges employers a membership fee to belong to the CareerLink advisory board.

Membership on the advisory board has unique privileges for the employers that join. Each employer participates in strategic planning as it relates to the CareerLink, each has unlimited access to resources for employers, and each feels a sense of ownership for the system. The membership fee is a low \$150 dollars, but has been critical in setting the CareerLink on an industry driven course.

Economic Development: When companies decide to locate in an area, they often find themselves needing to train workers, but lacking a facility to do it in. The West Central CareerLink is actively involved in the recruitment of plant expansions and also helps the employer by providing space for them to train staff while a new facility is being built. The CareerLink has allowed those employers recruited through economic development efforts to use CareerLink space to provide long-term training until its new facility was open and operating.

Recently the CareerLink was involved in the recruitment of InfoCision, an Akron, OH based direct marketing fundraising firm. InfoCision made an initial commitment to hire 125 individuals with full staffing to eventually reach 250. The

CareerLink partnered with the company and provided training space while the new office building was being constructed.

WANT TO TELL READERS ABOUT WHO YOU ARE?

Then contact Jennifer Tolbert at jtolbert@doleta.gov



CONFERENCE REPORTS

UI DIRECTORS' CONFERENCE A SUCCESS

by Gwen Duncan, UI Team Leader, Regional Office

On June 18, 2002, the UI Directors in Region 2 met in Philadelphia. The meeting was held to discuss current and upcoming UI issues. **Ron Willus** and **Bill Coyne** of the ETA National Office also attended the meeting. Mr. Willus joined us by telephone and updated the group on the status of RJM, the budget, PCIs, Reed Act money and other financial matters of importance to the Directors. Mr. Coyne joined us for the meeting and discussed SQSP, and UI Performs. He gave a presentation on the performance of the States and what is expected in the SQSP plans. Both of the presentations were well received.

The States then reported on the status of their programs. This was really informative to the Regional Office staff and fellow state partners. There was networking and the exchanging of ideas during this part of the day. The information on automation, call centers, budgets, TEUC problems and best practices, Internet claims, Spanish phone lines and forms, trust funds, and customer surveys, was invaluable.

The Regional Office staff gave reports on Non-Monetary Determinations, appeals, professional employer organizations, LEP, Targeted Harmonized Wage Codes, Data Validation and the UCFE/UCX Automation implementation.

LMI DIRECTORS' CONFERENCE GENERATES CUSTOMER SATISFACTION DISCUSSION

The Regional Office hosted a successful meeting of the Labor Market Information Directors from Region 1-New York and Region 2 Philadelphia. The purpose of the meeting was to refocus programs on the customer and make necessary linkages with the workforce system. One of the highlights of the meeting was a customer panel. **Patty Cannon**, Director, DE WIB and **Christina Mastroianni** Executive Director, CareerLink Consortium in Philadelphia graciously agreed to take time from their busy schedules to serve on the panel. There was lively discussion among panel members and LMI Directors on developing data and products that meet the needs of users at all levels of the workforce development system.

Resources

Contributors to this Issue

State and Local Contributors:

Sam Gianetti, West Central Pennsylvania WIB
Daryl Hardy, CVS One-Stop in Washington, DC
Shirley Jones, Information Analyst, PA Center for Workforce Information and Analysis
Mike Lawrence, North Central Pennsylvania WIB
Christina Mastroianni, Philadelphia CareerLink

Regional Office Team Contributors:

Career Transition Assistance; Labor Market Information;
Unemployment Insurance; Welfare-to-Work; Youth Services

National Office Contributor

Kevin O. Thompson, One-Stop Team Member

Calendar of Events

9/11/2002 Meeting of the Minds in Monterey
9/12/2002 PEPNet Institute 2002
9/23/2002 National DOL/NASWA Customer Service Awards
9/23/2002 NASWA Annual Conference
9/24/2002 Workforce Development Conference/
Regional Summit on Workplace Literacy and Culturalization
10/1/2002 Governor's Summit on Workforce Development
10/9/2002 2002 Governor's Conference on Workforce Development
11/14/2002 NACo Workforce Development and Human Services Conference
11/22/2002 Unemployment Insurance Safety Net Conference

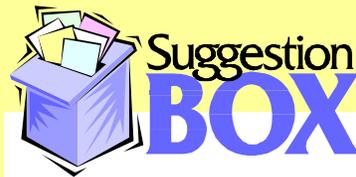
For more info on any of the above events please visit:
www.doleta.gov/calendar/

Acronyms in this Issue

ETA Employment and Training Administration
JTPA Job Training Partnership Act
LMI Labor Market Information
MSA Metropolitan Statistical Area
OYS Office of Youth Services
PCI Performance and Capital Investments
RJM Resource Justification Model
SQSP State Quality Service Plan
TANF Temporary Assistance to Needy Families
TEUC Temporary Extended Unemployment Compensation
UCFE Unemployment Compensation for Federal Employees
UCX Unemployment Compensation for eX-servicemen and women
UI Unemployment Insurance
WIA Workforce Investment Act
WtW Welfare to Work

Internet Resources

DOL www.dol.gov
ETA www.doleta.gov
ATELS www.doleta.gov/atels_bat/
Career One-Stop www.careeronestop.org
Dislocated Workers www.doleta.gov/layoff
Employers Services www.doleta.gov/employ.asp
LMI Forum www.lmi-net.org
NASWA www.naswa.org
Tools of the Trade www.workforcetools.org
UI workforcesecurity.doleta.gov/ui.asp
Welfare to Work wtw.doleta.gov
Youth Services www.doleta.gov/youth_services
Workforce Community www.doleta.gov/usworkforce



Do you have:

- Ⓜ An upcoming event you would like published?
- Ⓜ An idea for an article?
- Ⓜ Comments or suggestions on Initiatives?

If so please contact:
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Initiatives is a quarterly publication for state and local workforce development professionals. Submissions and correspondence are encouraged.