



INITIATIVES



US DOL-EMPLOYMENT AND TRAINING ADMINISTRATION
REGION 2-PHILADELPHIA

Summer 2003

KVAERNER CHRISTENS FIRST SHIP!

by Elaine Allen & Ana Mulero

On July 12, 2003, the MV Manukai (Hawaiian for “Bird of the Sea”) was officially christened at the Kvaerner Philadelphia Shipyard, Inc. (KPSI), located at the former Philadelphia Naval Shipyard. When the Naval shipyard closed its doors in 1996, it was the end of almost 200 years of building and repairing ships in the Philadelphia area, an industry that employed tens of thousands of workers. In 1997, then Governor Tom Ridge began recruiting interested parties to revitalize the shipyard. Kvaerner ASA entered the picture agreeing to build and run a commercial shipyard on a portion of the Navy’s site. This endeavor involved the cooperation and financial backing of the U.S. Department of Defense; U.S. Department of Labor; and various State and local level governmental agencies.

The Kvaerner Shipyard employs approximately 900 workers, many of whom are former Philadelphia Shipyard employees or former employees of various Defense installations in the Philadelphia area. There are also another 500 workers employed by suppliers located on site at the Philadelphia Naval Business Center. It is projected that by the end of 2010, there will be nearly 12,000 jobs available. Funding from the Employment and Training Administration has enabled dislocated workers from the shipyard and other Defense installations to participate in a very intense On-the-Job-Training (OJT) program providing them with advanced skills in shipbuilding and related trades. OJT participants have expressed their satisfaction with the training and have referred others to the program.

The Christening of the Manukai was a special occasion for the Philadelphia area and the Commonwealth, as this is the first ship to be built in Philadelphia in 30+ years. Sharing the podium at the ceremony were Gunnar D. Skjelbred, President and CEO of KPSI; Manuel Stamatakis, Chairman of the Delaware River Port Authority; PA Governor Edward G. Rendell; Paul Tufano, past Chair of the Philadelphia Shipyard Development Corporation; Allen Doane, Chairman and CEO of Matson Navigation Company and a Philadelphia native; and Senator Daniel Inouye of Hawaii. The Senator’s wife, Margaret Inouye, who christened the Matson’s S.S. Manukai in 1969, was also present to christen the new MV Manukai, the first Matson ship of the 21st Century. ETA Region 2 Administrator,

Lenita Jacobs-Simmons, and ETA Deputy Assistant Secretary Thomas Dowd attended the ceremony along with many representatives from the City of Philadelphia, the Commonwealth of Pennsylvania, and the ETA Philadelphia Regional Office. Kvaerner employees and their families also attended the ceremony and recognition of their efforts was acknowledged by all. The workers expressed their pride in being part of the new and exciting adventure that is the rebirth of shipbuilding in Philadelphia. Matson’s Katherine Sweeney, the ship’s first captain, took it out on sea trials in late July 2003.



The Manukai at sea

The Manukai is the first of two container ships built for the Hawaii-based Matson Navigation Company. The second ship is 60% completed and scheduled to be delivered by early 2004. These ships will be used to transport cargo such as refrigerated food, livestock, cars, and merchandise to ports between the West Coast and Hawaii. Unlike other locations which can rely on rail and highways to transport cargo, this is “the” delivery method of cargo available to the Hawaiian islands. Work has also begun on a third ship which is approximately 30% complete.

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DATELINE

NEWS FROM ACROSS THE REGION

. . . AMERICA.

America's Career InfoNet Update

On June 13, 2003, America's Career InfoNet introduced some new features and updates: First editions of the Skills Profiler, Resume Tutorial and Certification Finder tools; updated licensing data, labor force and unemployment rate data for 2002 and household median income for 2001; Separate Scholarship search tool; Detailed Work Activities statements added to the Task and Activities report; Option to view expanded number of occupations in the General Outlook section; Option to view occupational videos within each broad industry area in the display of Career Videos and a Link to the Career Video Library available for downloading original versions of career videos including Spanish edition.

For help or questions regarding America's Career InfoNet, www.acinet.org, please call 1-877-348-0502 or TTY 1- 877-348-0501.

. . . DELAWARE AND PENNSYLVANIA.

First Union Regional Foundation Grants

The First Union Regional Foundation, the charitable arm of Wachovia Corporation, recently awarded eight neighborhood development grants worth more than \$2.8 million in its 2002-2003 program years. Two of the recipients of these grants are in Region 2.

A three year \$500,000 grant was awarded to Congreso de Latinos Unidos to open Calle American Career Link, a one-stop career center for Philadelphia's Latino community. A three year \$325,000 grant was also awarded to the Nehemiah Gateway Community Development Corporation located in Wilmington, Delaware to establish a Center for Working Families. The Center will include the expansion of their Earned Income Tax Credit services and a career opportunity program entitled a "Ways to Work" that will provide transportation assistance to help the working poor obtain and retain employment

Source: Philadelphia Business Journal

. . . VIRGINIA.

West Piedmont Workforce Investment Board

The U.S. Department of Labor awarded a \$250,000 initial grant to the West Piedmont Workforce Investment Board. The grant will serve workers who have lost their jobs due to regional industry closures and mass layoffs since January 2001. This initial grant will allow the Board to work with employers, economic development agencies, chambers of commerce, workers, and community colleges to determine the kind of training programs most likely to lead to job placement in their region.

The Board is currently working with Danville Community College and Patrick Henry Community College to create new training options for the region's workforce. A second round of grant funds will be made available after the successful completion of the initial phase of the project.

. . . MARYLAND.

Maryland Technology Development Corporation

The Maryland Technology Development Corporation (TEDCO) received a \$200,000 grant from the United States Economic Development Corporation (EDA) to provide additional support for technology business incubators throughout Maryland. TEDCO and the Maryland Department of Business and Economic Development matched the grant with \$200,000 in state funds.

The grant will be used to underwrite assessments of incubator tenants and affiliates; assist in entrepreneurial training based upon a program developed by the University of Maryland Baltimore County; support programs that connect emerging companies to sources of private investment; and to provide intensive business development assistance to companies.

For more information on TEDCO, visit its website www.MarylandTEDCO.org



INNOVATIONS

YOUTH DESIGNED JOB HUT IS ALL BUSINESS

by Linda A. Marrama, Northern VA WIA

Begun as an idea a year and a half ago, the development of a **youth employment center in the heart of a shopping mall** will become a reality at its opening this summer. The **Job Hut (JH)** at Manassas Mall offers unique resources to the youth of Northern Virginia (VA) at a youth friendly, convenient, and professional site. Young people will be able to enjoy the resources of a center that has been designed by their peers to meet the needs of youth who wish to explore future careers, seek advanced training and education, look for financial aid, and find local employment.

The JH was featured in a presentation at the 2003 Workforce Innovations Conference. A project of the Youth Council of the Northern VA Workforce Investment Board, the JH initiative demonstrates a unique combination of partnerships representing all aspects of the community. Especially notable contributors from the business community are the Manassas Mall, who donated the space rent free, and the DC Metropolitan Subcontractors Association, who donated essentially all of the skill, labor, and materials to complete the renovations.

The center is being designed and driven by a Youth Advisory Board who have been responsible for key decisions. The Youth Board has worked with dedication and consistency to develop a center that is for youth and about providing the resources and tools that young people need to get the job done.

The dedication of the Youth Board is well matched by the commitment of the business and service community. Businesses offer support, materials, discounts, time, and know how; community providers offer program participation, workshops and classes to make the JH the place for youth to go for career information and employment.

PARTNERSHIPS POWER UP YOUTH PROGRAMS IN NORTHERN VIRGINIA

by Linda A. Marrama, Northern VA WIA

Faced with extremely limited funding, the Northern VA Workforce Investment Area is successfully using partnerships to build youth programs. By leveraging WIA dollars with local community support and resources, the Youth Program is able to offer enriching activities for at-risk youth across Northern VA.

At risk youth will go to college this summer, thanks to a partnership with the Loudoun Campus of the Northern VA Community College. By dividing their time between the campus and worksites, the WIA youth participants will be given the opportunity to apply topics learned in a college classroom to a real world workplace for 10 weeks. The curriculum will combine technology certifications with job readiness and job keeping skills.

Youth self-advocacy is the focus for another group of WIA youth this summer. Twenty young people will participate in a Leadership Academy this summer through a partnership with ServiceSource, a non-profit that serves people with disabilities, and DOL's Office of Disability Employment Policy demonstration grant. The Academy will bring together 10 youth who have disabilities and 10 who do not. They will learn about advocacy and meet advocates from a variety of organizations. Finally they will come together to develop an agenda of issues that affect young people and have the opportunity to use their new advocacy skills. At the closing session, the youth participants will try their hand at advocating for their issues before a panel of directors and legislators who sit at the decision tables and are able to make changes.

Youth providers share a passion for the population they serve and that shared desire to widen opportunities for all youth can be a driving force toward building innovative partnerships.

For more "innovations" please visit:

www.doleta.gov/usworkforce

Or send your Innovational story to itolbert@doleta.gov



FEDERAL PARTNER SPOTLIGHT



USDA'S FREE SUMMER MEALS FOR KIDS PROGRAM

by Gail Magee, USDA

Serving hungry children nutritious meals shouldn't stop once summer comes. Research done by school nurses in Washington State has found that children who are served free-or-reduced-price meals during the school year often have poorer health when they return from summer vacation.

The Summer Food Service Program (SFSP) is available to provide food to children in needy areas during a time when many go hungry. Although the National School Lunch Program serves 28 million lunches a day during the school year, only 3.25 million are served during the summer through the SFSP. No matter how you look at these numbers, they keep adding up to hungry kids. But it doesn't have to be that way.

We urge you to contact your Department of Education for a list of SFSP sponsors in your area and their feeding sites. By posting their feeding sites in public areas, you can assist more children at risk to participate in a sound nutritional program in their community.

Additionally, the USDA is currently conducting a campaign called "Food That's In ... When School Is Out!" which focuses on expanding the SFSP by getting more organizations to participate in the program. If the number of children eligible to receive free-or-reduced-price meals under the National School Lunch/Breakfast Programs exceeds 50 percent in nearby communities, we urge you to direct local organizations to USDA's website –

<http://www.summerfood.usda.gov/>

for more information on this worthwhile program.

Under the SFSP, sponsors provide free meals to children and earn reimbursement separately for food service operating costs and for program administrative costs. For food service sites which prepare their own meals or which are located in rural areas, a higher rate of administrative payment is available to sponsors.

For more information on how the SFSP is administered in your state, please contact your state administrator listed below.

District of Columbia	Ivette Matthews
(202) 724-7864	
Delaware	David Bowman
(302) 739-4717	
Maryland	Roxanne Moore
(410) 767-0211	
Pennsylvania	Vincent Matusheski
(717) 783-6560	
Virginia	Alan Crane
(609) 259-5134	
West Virginia	Gloria Cunningham
(304) 558-4856	

LABOR MARKET INFORMATION NEWS

Unemployment Rate	Change from			Change from	
	Jun '03	May '03	Jun '02	Last Month	Last Year
National	6.4	6.1	5.8	0.3	0.6
Regional	5.3	4.9	5.4	0.5	-0.1
DE	3.9	3.4	4.5	0.5	-0.6
DC	7.2	6.1	7.0	1.1	0.2
MD	4.6	4.3	4.6	0.3	0.0
PA	5.8	5.7	5.6	0.1	0.2
VA	4.2	3.9	4.4	0.3	-0.2
WV	6.3	5.9	6.2	0.4	0.1

For more LMI please visit: www.bls.gov

LMI Directors' Conference to take place in Saratoga Springs, NY

This year's Bi-Regional LMI Directors' Conference will take place in beautiful Saratoga Springs, NY, September 9-10. Agenda topics include: BLS Update, Pros and Cons of Registering Core Services Users, Job Vacancy Surveys, Eligible Training Provider System, Customer Feedback Panel, and many others. See you in Saratoga!



Youth Pages!



Office of Youth Services

YO! BALTIMORE CELEBRATES GED ACHIEVERS

by Patricia A. Waddell, YO! Baltimore

On June 25, 2003, Baltimore's Youth Opportunity Movement (YO!) honored 70 members who earned their GEDs while in the program and recognized seven youth for completing the year-long, youth practitioner apprenticeship training in human services. The ceremony took place at Shriver Hall on the Johns Hopkins University Campus and featured remarks from MD State Senator Lisa Gladden and Karen Sitnick, Director of the Mayor's Office of Employment Development.

"We are very proud of these young people," said Ms. Sitnick. "Many of them had given up on school and were discovering that without more education their options were severely limited. By making the commitment and doing the work to earn a GED or high school diploma they have now doubled their lifetime earning potential and opened the door to achieving their highest dreams."

An initiative of the Baltimore Workforce Investment Board Youth Council, Mayor's Office of Employment Development, and multiple workforce partners, YO! Baltimore increases the long-term employability of Empowerment Zone youth and young adults by offering a broad array of education, work readiness and personal development resources and activities. Since YO! Baltimore began more than 3,200 zone residents, ages 16 to 21, have become YO! members.

YO! Baltimore's achievements during its first three years include:

- 278 youth earning their high school diplomas
- 225 members enrolled in college, and one member earning an Associate of Arts degree
- 1,050 members (or one-third of those enrolled) being placed in jobs, college or long-term career-training programs

For additional information about YO! Baltimore and its center locations, call 410-396-6722 or log on to www.oedworks.com or www.yobaltimore.org.

THOUSANDS OF PHILADELPHIA YOUTH GET WORKREADY

by Melissa J. Orner, Philadelphia Youth Network

For two Saturdays in June, over 4000 Philadelphia youth departed from their usual schedules to participate in the Youth Council's WorkReady Philadelphia initiative. This employer-supported half-day work readiness training sessions were designed to impart skills needed to get and keep a good job.

Pamela Crawley, Youth Council Chair, spoke to the young people about the importance of workplace readiness. "The skills you learn here today," she said, "will position you for success in your WorkReady job and when you move into careers after high school and college."

The Philadelphia Youth Network (PYN), a non-profit organization that staffs the Youth Council, designed the interactive training modules which help young people prepare resumes, interview effectively, and understand appropriate workplace behavior. Skills will be reinforced during summer and year-round placements. Employers, community volunteers and PYN staff presented the training.

"These modules grew directly from employers' expectations of their workforce," said Laura Shubilla, PYN President. "We feel this approach addresses employers' needs and helps young people become comfortable and productive in the workplace."

Student evaluations were overwhelmingly positive. One explained, "I liked how we learned important things in a fun way ... how to improve resumes and interviewing skills." Another commented, "today really made me see why I wanted to work."

For information about Philadelphia's WorkReady Summits, please contact Melissa Orner, Vice President of the Philadelphia Youth Network, at mjorner@pyninc.org.

MORE YOUTH NEWS ON THE NEXT PAGE!

YOUTH PAGES Continued!



L to R: Bernard Greene and Gwen Creighton, Corley Creighton Associates; Kevin Harris, Program Participant; Samantha Taylor, Computer Personnel Repair Instructor.

VIRGINIA COMPUTER REPAIR PERSONNEL PROGRAM GRADUATES FIRST CLASS

by **Robin Bumgardner, Capital Area WIB**

Two years ago, Henrico County Public Schools in Virginia (HCPS) purchased computers for their high school students. “This was a unique opportunity and resource for our students,” according to Mac Beaton, HCPS Director of Career and Technical Education. “Besides being a wonderful learning tool”, the need for ongoing support, “provides a training ground for students interested in pursuing a career in computer repair.”

Beaton sought help through the Capital Area Workforce Investment Board (CAWIB) and Youth Council, and the Computer Repair Personnel and CAWIB Leadership programs were developed in response to HCPS’s need to expand the pool of qualified computer technology applicants.

During the 36-week session, participants spent ten classroom hours a week preparing for the A+ and Network+ certification exams, and thirty hours a week at various school locations, staffing Help Desks, troubleshooting software and hardware problems, making basic computer repairs, and assisting in basic network administration. Participants received a training stipend of \$150.00 a week, and those without their high school credentials were also enrolled in GED preparation classes.

The 18-session Leadership component—guided by Corley-Creighton Associates, Richmond, Virginia—was designed to enhance participants’ skills in self-management, time management, interpersonal communications, customer service, presenting oneself to others, conflict management, anger management, decision making, business etiquette, and career goal setting.

As of June 30, 2003, participants had collectively passed seven A+ and six Network+ certification exams. Several are enrolled or plan to enroll in college courses and are working in technology related positions. When asked about the program, participants said “we needed the options, direction, and hands-on experience” this program gave us . . . high schools sometimes act as if “college is the only choice. They needed to teach us how to swim instead of just teaching us how to float.”

SUMMER CAREER EXPLORATION IN MINGO COUNTY, WEST VIRGINIA

by **Jennifer McLaughlin, Region 2 WIB**

Most youth can’t wait till summer arrives. No alarms, no classrooms and no homework. However, twenty-three eighth and ninth graders in rural Mingo County, WV are hearing that alarm sound for a few more weeks.

Funded by the Region 2 Workforce Investment Board, Mingo County Schools started its five-week summer youth component with a week-long vocational career exploration followed by three weeks of paid work experience. Divided into small groups at the county’s vocational school, the youths explored trades such as auto body, woodshop, electrical wiring, and welding. Most youths are employed in local businesses including a daycare, a food pantry, a lawyer’s office, the community center, and a mining store.

Linda Hammond, whose son Eric is enrolled in the program offered, “The kids aren’t just pulling weeds, they are learning trades. Eric had no idea what he wanted to do after school. He didn’t really want to go to college so this allowed him to get ideas. I would love to see the program run all summer long.”

Rickey Meade, Program Coordinator, said he is trying to get his youth participants employed in local business instead of doing work around the schools. “Parents have told me that their kids get enough lawn mowing at home. I want them to see what the real work field is like,” Meade said. The youth concurred. From changing the oil in cars to wiring light switches, all of the youth agreed that the time they spent this summer gaining work experience and responsibility was well worth it.



Resources

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Calendar of Events

9/9-10/2003 LMI Directors' Conference
9/24/2003 Opportunities Conference 2003:
Asian Pacific and Hispanic
Americans, Building on America's
Promise
10/23/2003 DOL and American Association of
Community Colleges Workforce
Development Awards 2003
11/6/2003 NACo's Health, Human Services,
and Workforce Conference

For more info on any of the above events please
visit:

www.doleta.gov/calendar/

Internet Resources

DOL	www.dol.gov
ETA	www.doleta.gov
America's Career InfoNet	www.acinet.gov
ATELS	www.doleta.gov/atels_bat/
Dislocated Workers	www.doleta.gov/layoff
Employers Services	www.doleta.gov/employ.asp
Faith Based Initiative	www.dol.gov/cfbi
NASWA	www.naswa.org
Tools of the Trade	www.workforcetools.org
Unemployment Insurance	<a href="http://workforcesecurity.doleta.gov/ui.a
sp">workforcesecurity.doleta.gov/ui.a sp
Welfare to Work	wtw.doleta.gov
Youth Services	www.doleta.gov/youth_services



Are you a State or Local who has:

- Ⓜ An upcoming event?
- Ⓜ 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 from State and locals are encouraged.