

# Lower Shore Workforce Alliance

## Lower Shore Workforce Alliance

### Program Year 2006 Annual Report

*July 1, 2006 - June 30, 2007*



*COMMITTED TO BUILDING AND SUSTAINING A SUCCESSFUL WORKFORCE FOR THE LOWER EASTERN SHORE OF MARYLAND*



## Workforce Investment Board

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Linda Southerland _____	<i>MD Dept. of Labor, Licensing &amp; Regulation</i>
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Douglas Wilson _____	<i>Peninsula Regional Medical Center</i>



*Committed  
to  
Building and Sustaining  
a  
Successful Workforce*

### Lower Shore Workforce Alliance— Providing Policy, Planning, and Oversight

The Lower Shore Workforce Alliance (LSWA) is committed to building and sustaining a successful workforce for the Lower Eastern Shore of Maryland. We provide policy, planning and oversight to all locally funded Workforce Investment Act (WIA) programs and services. Our mission is to provide job training opportunities to eligible adults, youth, and dislocated workers who are residents of Somerset, Wicomico, and Worcester Counties.

The Workforce Investment Board is comprised of representatives from both public and private sectors. Public sector representatives include local economic development, rehabilitation services, job service, social services, education, and other key human service agencies. The Board meets quarterly to keep members abreast of current events and to vote on crucial workforce related issues.

Primarily, LSWA examines performance, cost job placement and training relevance to the local labor market. Our main goal is to ensure that provided job-training services help participants move towards a self-sufficient lifestyle through a successful career.

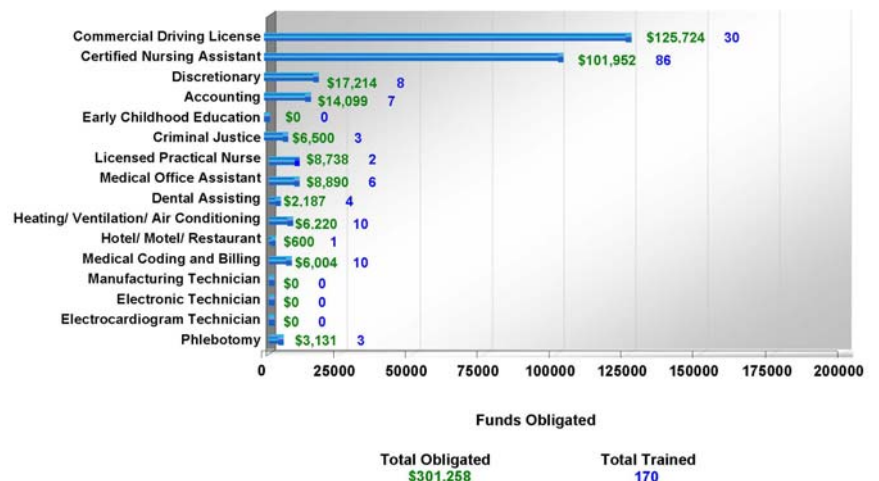
We thank our Workforce Investment Board, Tri-County Council for the Lower Eastern Shore of Maryland, the State of Maryland and our Partners for continually supporting our efforts to build a responsive infrastructure in delivering the services that matter the most to businesses and job seekers in our area.

### Linking Potential with Business

One of the primary responsibilities of LSWA is to oversee a variety of training programs, ensuring that customers are receiving exceptional training in high demand occupational areas. In turn, participants will enter employment with newly developed critical skills. LSWA closely examines variables, including the cost of training programs in relation to the number of persons trained, local labor market demand for training, placement of participants into training related jobs and wages at job placement. Research has shown that the following Industry Clusters have the highest demand, locally:

- \* Healthcare
- \* Manufacturing
- \* Distribution & Logistics
- \* Trades & Construction
- \* Hospitality & Tourism

**Workforce Investment Act (WIA) Adult & Dislocated Worker  
Occupational Skills Training**  
7/1/2006 through 6/29/2007





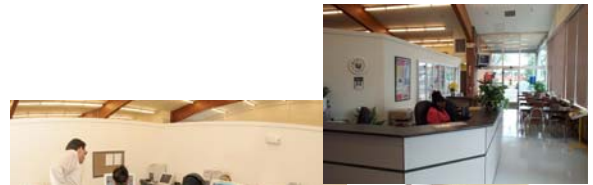
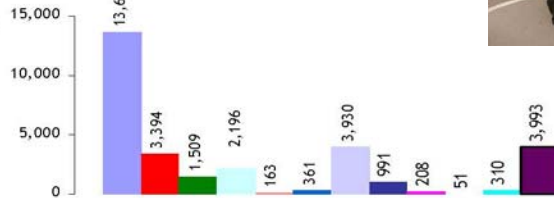
## Delivering Customer-Centered Services

Nationwide, WIA Services are primarily offered through the One-Stop delivery system. This system is comprised of various entities responsible for administering separate workforce investment, educational and other human resource programs. These entities collaborate to create a seamless system of service delivery that will enhance access to the programs' services and improve long-term employment outcomes for individuals receiving assistance.

The One-Stop Job Market is a 23,000 square foot facility located in Salisbury, MD just off Route 50 and only five miles from Wor-Wic Community College. At the One-Stop, customers receiving workforce services include citizens *and* businesses on the Lower Shore. From delivering career scholarships to citizens in the area to helping local businesses upgrade employee skills with Maryland Business Works, the One-Stop Job Market is the number one resource for workforce development needs.

**One-Stop Job Market**  
July 1, 2006 - June 30, 2007  
**Customers Served at a Glance**

- Dept. of Labor, Licensing & Regulation
- Department of Social Services
- Division of Rehabilitation Services
- Telamon Corporation
- Tri-County Workforce Development
- Unemployment Insurance Appeals Division
- Career Resources Lab
- One Stop Mobile Unit
- Senior Employment and Training
- Job Corps
- MD Business Works
- Princess Anne One-Stop

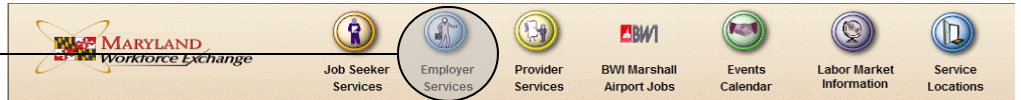


## Business Services

The Tri-County Council, Lower Shore Workforce Investment Board, staff and partnering agencies continue to work to efficiently administer Workforce Investment Act resources. Placing well-trained, qualified people in the right businesses, lays the foundation for growth and success for job-seekers and community-based businesses. We continue to strive to improve the successful local employment and retention of qualified employees; therein building a business community that is prosperous and resilient to change. Listening to the local business community and adjusting our offerings is an integral step in the process.

- Free automated Job Match services on Maryland Workforce Exchange allow employers to list their current job openings and search the database for qualified candidates
- Access to the One-Stop Job Market facility (or Mobile One-Stop) for recruiting, interviewing, or utilizing technology for training/ enhancement of current workforce skill sets
- Rapid Response for early intervention and assistance with plant lay-offs or closures

Employers can create their own account on Maryland Workforce Exchange  
[www.mwejobs.com](http://www.mwejobs.com)



The Mobile One-Stop Job Market offers accessible services with new technology to businesses and residents on the Lower Eastern Shore. Businesses may utilize this technology for skill training and for listing job openings. Job seekers perform job searches, career assessments, receive resume preparation assistance, and more!



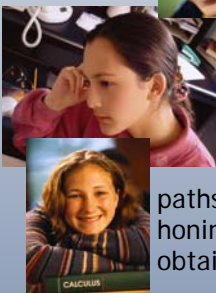
During the year, nearly 1,000 people utilized the mobile unit. The Lower Shore Workforce Alliance is pleased to offer such a great resource to our community.



## English in the Workplace Program

Since November of 2005, Telamon Corp. has been offering English language classes to non-native speakers on the Lower Eastern Shore who want to improve their communicative skills and enhance their employability through the English in the Workplace Program. The purpose of this program is to help customers who need English Language classes in order to maintain, obtain, or upgrade employment. These classes are currently funded through a pass-through grant from LSWA and the Community Reinvestment Fund. Classes have attracted students from five different language backgrounds—with Spanish being the predominant native language spoken. Classes are held twice weekly, at the One-Stop Job Market and the Family Support Center in Princess Anne, Md. Students are able to apply what they've learned to life skills (i.e. using public transit, using computers, obtaining library cards, using the post office, etc.).

### Today's Youth Are Tomorrow's Workforce



## SPOTLIGHT ON: *ShoreWorks!*

In March 2006, LSWA kicked-off its *ShoreWorks!* Program, offering in-depth career development services to area youth. Qualified youth (ages 14-21, not enrolled in high school, and meeting income eligibility requirements) received free career assessment, occupational skills training, and work-based learning opportunities via paid and unpaid internships with a goal towards job placement and job retention. Eligible Program Participants from Somerset, Wicomico, and Worcester counties explored their individual working styles, along with which career paths were best suited for them. Enrollment in their chosen occupational fields of study, along with honing newly acquired skills through internships with local employers, paved the path for these youth to obtain gainful employment.

Occupational skill acquisition in the following areas were obtained:

*Certified Nursing Assistant \* Dental Assisting \* HVAC \* Licensed Practical Nursing \* Medical Terminology \* Phlebotomy*

## Coordination

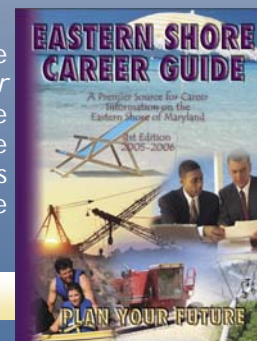
The LSWA is just one element of workforce and economic development efforts on the Shore. There are tremendous collaborative efforts with other agencies and organizations. The LSWA could not successfully operate its programs and provide such effective services without partnerships. Some of the essential local and statewide LSWA partners include:

- \* Tri-County Council for the Lower Eastern Shore of Maryland
- \* State and County Economic Development – Department of Business and Economic Development
- \* Chambers of Commerce
- \* Salisbury University (B.E.A.C.O.N. & S.B.D.C.)
- \* Lower Shore Manufacturing Network
- \* MD Workforce Development Association
- \* Governor's Workforce Investment Board
- \* Maryland Department of Labor, Licensing, and Regulation
- \* U.S. Department of Labor (ETA)
- \* Community Reinvestment Fund
- \* Maryland Capital Enterprises
- \* Local Management Boards
- \* Wor-Wic Community College
- \* Boards of Education



## Eastern Shore Career Guide

The Eastern Shore Career Guide was developed in an effort to provide citizens of the Lower Shore career information that is relative to the local area. 5,000 copies of the *Lower Eastern Shore Career Guide* were published in the fall 2005 and were quickly distributed to schools, libraries, etc. in the area. 4,225 more copies were printed in 2006 and most have been distributed. Many positive comments have been received from educators and other community partners citing this publication as a great source of information about preparing to enter the workforce and local job demand. The guide has been well received by the community. Some schools have even integrated it into their curriculum.



## One-Stop Customers Say...

*"Would not know what to do without your services" - Job Seeker 2007*

*"This system can really help you find a job—it worked for me!" - Job Seeker 2007*

*"Overall, it was a quick process and was very helpful and convenient for both me and my husband. Thank You." - Job Seeker 2008*



## LOWER SHORE WORKFORCE ALLIANCE

917 mt. hermon road \* suite 10 \* salisbury \* maryland \* 21804 \* ph - 410.341.3835 \* [www.lswa.org](http://www.lswa.org)

