

Lower Shore Workforce Alliance

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Program Year 2007 Annual Report

July 1, 2007 - June 30, 2008



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



Workforce Investment Board

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Douglas Wilson	Peninsula Regional Medical Center



Committed
to
Building and Sustaining
a
Successful Workforce

A Word from the Director of Workforce

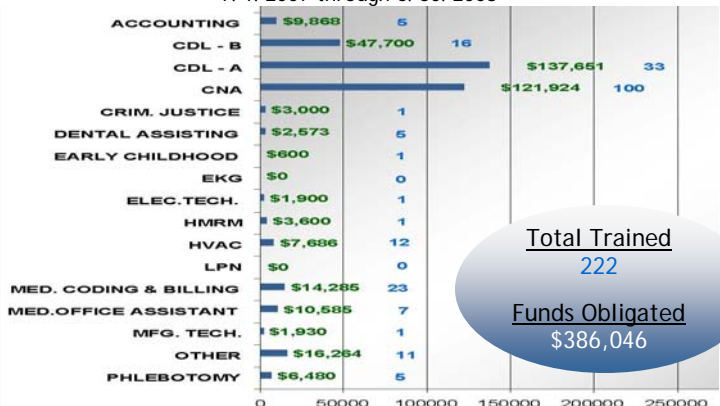


Milton Morris
Workforce Director

As we draw near the anniversary of my arrival as Director of the Workforce Investment Board, now seems the best time to share my reflections on that experience and to offer my vision of the nature of future growth and change involving the One Stop Job Market. Admittedly, there is still room for more seasoning. I began work on September 15, 2007. That's certainly not long enough to claim complete mastery of an institution that has such rich and complex connections both within the partnerships that make up the organization itself but also the impressive network of state, federal, private and non-profit institutions that make up its external supporting environment. Nonetheless, I see room for growth and development at both the Workforce Investment Board and service delivery level. I believe that if you are not going forward, you are slipping backwards.

All the work you see in this Annual Report is accomplished with the input and guidance of the Workforce Investment Board. The Board is composed of volunteers from the local business, public service and education community. With administrative input from Lower Shore Workforce Alliance (LSWA), a division of the Tri-County Council, the Board manages a 1.7 million dollar budget dedicated to serving the education and training needs of adults, dislocated workers and at-risk youth. Board members evaluate new training venues, establish training policy and provide general oversight to the collaboration between partners that is the One Stop Job Market. I envision the Board becoming even more involved in assessing and resolving the workforce development needs that characterize the Lower Eastern Shore. Already the Board has turned its attention to raising funds to supplement the current budget. Having an independent funding source will permit the One Stop to reach populations in need of workforce development services that currently fall outside the reach of allowable expenses. I also see the Board working with vendors and employers to expand the list of training opportunities available to our youth & adult customers. As the economic environment adapts to current market needs, we need to follow our vendors into new areas of training and work experience offering more lucrative and stable outcomes for customers. Finally, I see the Board exploring opportunities to listen directly to the needs of the business community and inviting broader business participation from an economic development perspective linking business growth and job development.

Workforce Investment Act (WIA) Adult & Dislocated Worker Occupational Skills Training 7/1/2007 through 6/30/2008



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.



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.

Business Services Assists Local Employers

RECRUITMENT SERVICES

The Business Services Unit (or the Employer!) can post job openings on the Maryland Workforce Exchange, a free online database that job seekers utilize during their job search.

The Business Services Unit has a full menu of services to assist local employers reduce costs associated with hiring new employees.

- * Posting Job Listings
- * Job Fairs
- * Prescreened and referred applicants
- * On-site interviewing facilities



MARYLAND BUSINESS WORKS—

In response to the needs of businesses that are invested in Maryland, the Maryland Business Works initiative was born. Its purpose is to support existing Maryland businesses in the retention and growth of their workforce through federal grant funds awarded to the state under the Workforce Investment Act. Training projects are employer-based and are primarily focused on small businesses, the healthcare industry, and specific demand industries (requiring a dollar for dollar match) from the employer. There are training requirements in order to qualify, as well as a Grant Awards Process (clearly defined on the website highlighted below). The benefit of this program for Maryland employers is a higher-skilled workforce which offers greater productivity, profitability, and competitiveness; while workers are offered career growth, employment stability, and increased wages through transferable skills or industry-recognized credentialing.

During the last program year, locally, **389 individuals** were trained through **126 projects**. Grant awards totaled **\$53,798** for projects in health care, manufacturing, and small business.

A detailed fact sheet is available online at www.dlir.state.md.us/employment/mbw.htm

Mobile One-Stop Job Market— Taking Service Delivery On The Road

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 for current employees or for recruitment. Additionally, during plant closures or lay-offs, businesses may have the unit visit their site to prepare displaced workers for job search.

Job seekers, who may not have access to the One-Stop Job Market are able to board and perform job searches, career assessments, receive resume preparation assistance, and more!

Communities throughout the Lower Shore have embraced this Program, as the unit travels throughout Somerset, Wicomico, and Worcester counties on a recurring schedule.

During Program Year 2007, services were provided to **684 adult job seekers**, **103 dislocated workers** and **208 youth**.



Visit the Mobile's Online Calendar at www.calendar.yahoo.com/mobileosjm

Today's Youth Are Tomorrow's Workforce

The 2007- 2008 WIA Youth Program included four vendors: Somerset County BOE, Wicomico County BOE's Career & Technology Center Program at Parkside High School, Worcester County BOE, and Telamon Corporation. All totaled, the WIA Youth Program had **114 year-round youth participants**.

The Summer Youth Employment Program was highlighted by a kickoff luncheon. In attendance were youth and representatives from Somerset County and Worcester County programs. In addition, representatives from Telamon Corp., Inc., the Salisbury Area Chamber of Commerce, and several participating employers were also present. The luncheon was a forum for youth to interact and share their experiences, for program representatives to share their program highlights, and for participating employers to express their views on partnerships. The luncheon was enjoyed by all!



Individual Program Highlights

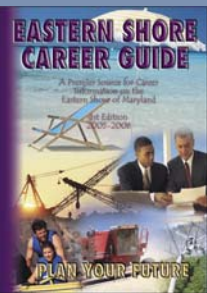
Parkside CTE had **8** participants. Throughout the year students are mentored by teachers, administrators and counselors at the school. Their goal is for every participant to be prepared to pursue a "career path"- which is backed by relevant training and mentoring during the entire time each youth is in the program. The Salisbury Area Chamber of Commerce partnered with CTE for the summer employment program, recruiting out of school youth and employers. Youth are given the experience of being in a real world work environment, while enhancing their communication and leadership skills.

Somerset County had **45** participants. Staff are veterans of the program and serve as mentors throughout the year. 7 out of 10 youths exiting the program this year will continue on to college; 5 are currently enrolled. This year's employers in the Summer Youth Employment Program include McCready Hospital and Nursing Home, the University of Maryland Eastern Shore, Peninsula Regional Medical Center, Red Door Sub Shop, Harvard Custom Manufacturing, Manokin Manor Nursing Home, Somerset County Detention Center, Somerset County Public Schools, St. James Church Childcare Center, Texas Road House Restaurant and the Town of Princess Anne.

Telamon Corporation met its goal of enrolling **12** out of school youth participants. There is an excellent support program associated with Telamon based on a case management model in accordance with WIA. They provide the ten elements of WIA in addition to counseling and GED coaching at the One Stop. They work with the Departments of Social Services, Justice and Education as well as the Health Department, and many other private and public partners when a participant is in need of additional guidance. Additional workshops and trainings are provided on a routine basis. For example, leadership and communications training is offered to participants by way of programs like the Ropes Course at Camp Odyssey at Salisbury School and the Center for Conflict Resolution. Telamon partnered with the Salisbury Area Chamber of Commerce with the summer youth employment program providing summer employment for **8** local youths. Ultimately, Telamon provides an opportunity for out of School Youth to gain GED's and other trainings based on each youths levels of aptitude; employment opportunities based on career inventories and assessments; enrollment into higher education and/or enlistment into the armed services; and most importantly, a second chance at the opportunities available to them.

Worcester County had **49** participants. The program is strongly rooted in the community and has a seasoned staff that mentors youth throughout their program participation. Youth are presented with experiences outside of their normal learning environment. Work preparedness training is interactive and includes workshops relative to becoming employed. Atlantic General Hospital, Worcester County Sheriff's Dept., Tech Solutions, The Coffee Beanery, Worcester County BOE and the Chamber of Commerce were all employers in the Summer Youth Employment Program.

Eastern Shore Career Guide



Developed in an effort to provide career information relative to the local area, the Eastern Shore Career Guide proved to be a useful tool and generated much interest. Having gone to print twice, with a total production of over 9,000 copies, guides were disbursed to local schools and libraries. Many positive comments were received from educators and other community partners citing the publication as a great source of information for preparing to enter the workforce and local job demand. Some schools even integrated it into their curriculum!

The Career Guide contains statistical data relevant to current labor market trends and was updated before going to press for a third time. The month-long process of data validation and collection has concluded and as the current version goes to press, it is anticipated that approximately 15,000 copies will be printed and disbursed throughout the Lower Shore.

One-Stop Customers Say...

"Appreciate it greatly!" - Job Seeker 2008

"Very helpful, nice, very respectful people" - Job Seeker 2008

"This service is really needed. It's so great that you are in our community." - Job Seeker 2008



LOWER SHORE WORKFORCE ALLIANCE

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