



# SOLUTIONS

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VOLUME III

## EXECUTIVE DIRECTOR'S MESSAGE

As we look to the future, many opportunities and challenges await South Florida Workforce. Our commitment to our strategic planning process has helped us to reinforce our mission, vision and priorities. This has resulted in measurable improvements that have allowed us to leverage our resources and develop a highly responsive and effective workforce system.

Our decision-making process for the agency has encompassed being fiscally prudent and making effective use of our resources. Thus, we are operating with more efficiency and greater accountability than ever before. Through advances in technology,

we are improving our reporting by our providers, which allows us to routinely measure our performance and reporting standards for all of our workforce services. As such, we are able to examine closely the areas, where improvement is needed to further develop our best practices.

To that end, we continue to focus on addressing the needs and priorities of our region in the most efficient manner. We aim for strategies that provide tangible solutions, which reinforces a strong economic blueprint for our region.

Most of all, we meet each new endeavor and develop every opportunity to meet the needs of our consumers. As always, we thank you for your support and continued interest in South Florida Workforce Investment Board.

Rick Beasley  
Executive Director

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## WHAT IMPACT DOES EDUCATION HAVE ON UNEMPLOYMENT RATES?



*Unemployment rates by educational attainment, April 2011 for the U.S. (seasonally adjusted. (Only includes those labor force members aged 25 and older)  
Source: Florida Agency for Workforce Innovation, Labor Market Statistics*

While many have been affected by the downturn of the economy, the most impacted have been people who do not have a degree. Is earning a degree the solution to becoming gainfully employed? In these tough economic times, the payoff of having a degree may not be a dream job right away, but it does guarantee more job choices, higher earnings and lower unemployment, which in turn leads to decreased reliance on publicly-funded programs. According to the Department of Labor, statistics show that the average weekly salary of workers with a college degree in 2000 was \$834, compared with \$507 for workers who had a high school diploma or GED.

Of all of the new jobs now being created, more than half will require education beyond high school. It's also worth mentioning that the fastest growing jobs are expected to require much higher math, language, and reasoning capabilities than current jobs. Moreover, employers often see college graduates as more motivated, problem solvers, able to learn tasks more quickly, better able to meet deadlines, and communicate.

However, being adequately prepared in this competitive job market is essential. The more time invested in your future, the better the outcome.

## SOUTH FLORIDA GETS AN ECONOMIC BOOST

The South Florida region has benefited from millions of dollars in increased consumer spending and business earnings. When a company hires, a business can serve more customers, which allows for an increase in sales and earnings. The employees have more disposable income to spend on consumer goods.

Experts suggest that businesses that employ skilled workers produce more and better goods, which in turn stimulate business spending. These earnings are distributed into the community through wages, which are used by the earners to buy goods and services. The effect of these two spending items (consumer spending and business spending) is to increase the overall income in the economy, which leads to more spending and more income creation.

In fact, South Florida's economy has increased by \$15.7 million dollars. For every dollar spent on training, South Florida Workforce Investment Board (SFWIB) obtained a return of \$2.79 on the investment. Nearly 90 percent of the Workforce Investment Act (WIA) participants completed class room training; while 58 percent of the participants obtained employment with an average wage of \$14.72. Subsequently, seventy-five percent of the participants who received training landed a job in their respective field. Based on these outcomes, the net economic benefit for each placement is \$22,537.

Overall, this demonstrates that workforce training programs create economic impact by increasing skill levels and post-training wages of their participants. Tax payers also benefit because of increased tax revenue from the economy and reduce the demand for taxpayer-supported social services.

SFWIB has been able to effectively measure the economic benefit of each placement in the training program through its in-house developed Consumer Report Card, an interactive solution, which provides flexibility in analyzing Individual Training Account (ITA) performances on a daily basis. An ITA is a scholarship used to pay for enrolling in an approved training program.

Other performance measuring tools are in the development stages, as South Florida Workforce Investment Board continues to strive for progress towards their stated goals.



## POWER SEEKER WORKSHOPS



*In this photo: Power Seeker Workshop held at New Horizon on Tuesday, April 12, 2011.*

When Mariana Ochoa, of Hialeah Gardens, participated in the Power Seeker Workshop, little did she know she would leave the workshop with a renewed level of confidence and eagerness to finding a job.

Armed with a sense of optimism, Mariana found employment working in retail sales for Victoria Secret, a retailer of intimate apparel and accessories for women. She credits the workshop for providing her with valuable tips in helping her land a job. "The workshop was extremely helpful. I learned a lot about making a good impression on potential employers, dressing appropriately, being on time for an interview, and maintaining a "positive attitude," said Mariana Ochoa.

Just as the other 944 job-hopefuls who attended the ten series workshops, Mariana learned how to connect with employers, prepare a resume, and strengthen her job search. These dynamic workshops, held at various locations and dates throughout the region, were all made possible by South Florida Workforce Investment Board and Monster.com, a leading global online career and recruitment resource.

Monster Government Solutions, which operates Monster.com works with Workforce Investment Boards (WIBs) and One-Stops cross the country to develop Power Seeker Workshops, helping attendees get back to work faster and with better jobs. The Power Seeker Workshops are proven solution to extend and enhance the range of services provided by Workforce Boards in a very measurable way.

Some of the topics covered at the workshops included writing a powerful resume, developing job hunting strategies, power interviewing and networking, and creating your digital footprints.

For more information on other career-related workshops, contact South Florida Workforce Investment Board at 305-594-7615.

## TECHNICAL ASSISTANCE PAYS OFF

South Florida Workforce Investment Board (SFWIB) is connecting businesses with the appropriate expertise to build, grow and improve their businesses. Protech e<sup>2</sup>, a Monroe County-based electrical and audio/visual company, was selected to receive technical assistance from GrowFL, and the first business in the Florida Keys to be accepted in to the state's stimulus program.

SFWIB is collaborating with state and regional agencies, industry associations to provide high quality support to area businesses. Through offering a wide range of employment and training services, businesses can satisfy their short and long term strategies. Some of the assistance provided by SFWIB includes financial incentives aimed to offset the costs of upgrading the skills of current personnel, recruiting and hiring prospective employees.

In 2009, SFWIB awarded financial assistance to Protech e<sup>2</sup> for training their employees in solar panel installation. "The affiliation allow us to utilize valuable resources in enhancing the growth of our business and create more jobs in the Florida Keys," said John E. Forrer, founder of Protech e<sup>2</sup>. Essentially, this initiative provides businesses with the tools to help increase revenue and sustain their growth in this competitive market.

Founded in 2005, Protech e<sup>2</sup> specializes in residential and commercial electrical and electronics services including computer networking, home automation, landscape lighting, LED lighting, solar panel systems and more. The company currently has 15 employees.

For more information on Business Services: contact 305-594-7615 Ext. 407.



## TRAINING DOLLARS PROVES A WORTHY INVESTMENT

Bullet Line, LLC received \$50,000 to train 59 of its employees through South Florida Workforce Investment Board's (SFWIB) Employed Workers Training.

SFWIB's Employed Workers Training (EWT) incentive is designed to provide financial assistance to employers that recognize the importance of investing in their employees. Through EWT, an employer can receive funding assistance for skills upgrade training for their existing employees and can be reimbursed up to 50% of the cost.

Bullet Line will use the training dollars to train employees on Enterprise Resource Planning (ERP) computer system, which links various function including accounting, inventory control, and human resources, across an entire company. This system helps to facilitate information sharing, business planning, and decision making on an enterprise-wide basis. Through the establishment of this system, Bullet Line hopes to improve the long-term wage levels of the employees by providing them with the upgrade of skills to perform their jobs more efficiently and effectively.

"Training affords business to increase their bottom line due to a skilled and productive workforce," said Rick Beasley, executive director for South Florida Workforce Investment Board.

For nearly three decades, Bullet Line, LLC, has been known for its innovations in the promotional products industry. Located in Miami, and serving more than 9,000 distributors worldwide, Bullet Line prints company logos on promotional items including insulated thermal mugs, portfolios, writing instruments, tote bags, clocks, flashlights, and Bullet private label headwear.

Through EWT, Bullet Line will be able to meet both their current and future demands, which will allow them to compete in the promotional products industry.

## LENDING SUPPORT TO COLLEGE-BOUND INITIATIVE

Supporting initiatives that aim to build a positive and lasting change to the lives of our future workforce was demonstrated by South Florida Workforce Investment Board (SFWIB). The Take Stock for Children and the Mexican-American Council, Inc. were awarded \$100,000 in scholarships to benefit migrant students.

The Mexican American Council, Inc. is a Dade Partner with Miami Dade County Public Schools and serves as an advocate for migrant farm workers' families residing in Miami-Dade County. In partnership with Take Stock for Children, this school-based mentoring initiative will make a difference in the education and lives of migrant students. Upon graduation from high school and successfully fulfilling

obligations of the program, students are awarded a fully paid college tuition scholarship.

"With the assistance of these scholarships, deserving children of migrant farm workers will now be able to attend an academic institution of their choice. They will be able to pursue a college career or a vocational technical career, and improve their future earning potential, said Rick Beasley, executive director for South Florida Workforce Investment Board.

The Mexican American Council's mission is that every migrant child who enters kindergarten will graduate from high school. The number of graduating migrant high school students has increased significantly in the past decade. Many of the graduates have become positive role models for other students in the community.

"Empowerment through education is the Mexican American Council's motto and it mirrors what South Florida Workforce stands for. We are looking forward to the partnership with Take Stock for Children. We know that this partnership will in fact transform lives," said Maria Garza, president of Mexican-American Council.

### 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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