



MOBILE  **WORKS**
Our Business Is Jobs

**Mobile Workforce Investment Area
Annual Report**

For the period

July 1, 2014 through June 30, 2015

Submitted By:

**Mobile Works, Inc.
515 Springhill Plaza Court
P.O. Box 70135
Mobile, AL 36670
(251) 432-0909**

Mobile Workforce Investment Area Annual Progress Report

For the period

July 1, 2014 through June 30, 2015

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Mission

The Mobile Area Workforce Investment Board exists to ensure a competitive advantage **FOR EMPLOYERS** through quality people and **FOR PEOPLE** through quality jobs.

Vision

The Mobile Area Workforce Investment Board is a local partnership of business, education, labor and community leaders that achieves excellence by providing high-quality services that meet the labor market needs of employers and residents in our economic basin.

Mobile Area Workforce Investment Board 2014-15

**Susan Ames, V.P. Human Resources
Continental Motors**

**John Moses, Owner
Bay Chevrolet**

**Tommie Anderson
Franklin Primary Health**

**Gabriel Peck, Owner
Allstate Insurance Company**

**Carolyn Akers, Executive Director
Mobile Area Education Foundation**

**Kathryn Payne
Gwin's Commercial Printing and Engraving**

**Stan Chavis, Owner
State Farm Insurance**

**Steve Perry, Executive Director, the Forum
Harris, Deville & Associates, Inc.**

**Reginald Crenshaw, Commissioner
Mobile County Public School Board**

**Charles Pharr, Executive Director
Prichard Housing Authority**

**Richard Davis, Chair
Mobile Airport Authority**

**Tim Prescott
Evonik**

**Wallace Davis, President and CEO
Volunteers of America of the Southeast**

**Sydney G. Raine, President
Mobile Works, Inc.**

**Virginia Guy, Executive Director
Drug Education Council, Inc.**

**Jeff Robbins, Field Executive
State Farm Insurance**

**Beth Hanks, Supervisor
Alabama Dept. of Rehabilitation Services**

**Anthony Rogers
Kemira**

**Sandra Koblas, Director, Human Resources
Austal USA**

**Carol Statter, Workforce Dev. Coordinator
Infirmary Health**

**Charlotte Kopf, Executive Director
Mobile Section AGC**

**Travis Short, Owner
Horizon Shipbuilding, Inc.**

**Danisha Maye, Ass. V.P. Community Dev.
PNC Bank**

**John Sipple, Owner
Southern Oil Exploration, Inc.**

**Angela McClintock, Director
Department of Human Resources**

**Charles Story, Vice President (Retired)
Government and Public Affairs
Degussa Corporation**

**Wilbert Merriweather, Store Manager
Target Department Store**

**Loretta Thomas, Manager
Alabama Power Company**

**Lee Metzger, Director of Real Estate
Providence Hospital**

**Derrick Turner, Manager
Employment Service**

**Ron Mitchell, President and CEO
Mitchell Container Service**

**Cheryl Williams, Owner
Spherion**

**Christopher Miller, Executive Director
South Alabama Regional Planning
Commission**

Workforce Investment Act - Local Workforce Investment Board Achievements

Plan: Mobile Works Strategic Plan calls for the Workforce Investment Board to assume a high profile in the Mobile area to establish itself and its One Stop system as the community's focal point for workforce issues and to develop a comprehensive communications plan to:

- Promote a positive image for the One Stop Workforce Investment System
- Emphasize the Board's role as a single-point-of-contact for workforce issues.
- Explain the benefits of the system to employers, workers and job seekers

PY 2014-15 Review: During the last 12 months, Mobile Works has realigned its resources to address the recent increase in the demand for manufacturing skills and the resulting changes to the employment picture in Mobile County. Business and community leaders have expressed very clearly, the need for more skilled workers and more efficient and effective training programs. Mobile Works continues to proactively address these issues through a variety of initiatives summarized in this report including the use of employer designed pre-employment training for dislocated and long term unemployed individuals.

Mobile Works, Inc. was a key partner in the submission of a proposal by the Chamber of Commerce and the University of South Alabama to have Southwest Alabama designated as an Investing in Manufacturing Community Partnership site. The proposal was accepted by the Department of Commerce and Southwest Alabama is now one of 12 areas in the US that have been awarded this designation. The benefits of this designation include special consideration when applying for federal funding along with technical assistance from federal program staff to assist local organizations in maximizing the success of new initiatives to enhance the regions ability to expand manufacturing capacity.

Mobile Works was approved for a National Emergency Grant to provide short term training directly linked to employment opportunities for 170 long term unemployed and/or dislocated workers. As of the end of this program year, we have served 81 job seekers. We have partnered with Bishop State Community College and other short term training providers to implement this initiative that moves trainees from short term training to jobs.

Marketing:

Mobile Works in the News: Mobile Works is frequently featured in local newspaper articles and on TV. Programs and events supported by Mobile Works are also featured in the news on a regular basis as we work to expand the community's awareness of our services.

E-News: Mobile Works provides a weekly E-News letter to over 20,000 individuals who subscribe to receive the timeliest information about the Workforce Development system. Focused on current job listings via Joblink and area job fairs, the E-news is a key resource for area agencies seeking to link customers to jobs. The list of recipients has grown consistently during the program year and we anticipate ongoing growth as the local economy expands. This service allows people to link to both our Web site and to other resources that are accessible online and to keep up to date on training and employment opportunities in the area.

Web Site: The Mobile Works Web Site is constantly updated to reflect current information about WIA services, provide links to Labor Market Information and offer details about WIA resources available to area businesses and job seekers and includes information about resources available at the Alabama Career Center Mobile. The site also makes linking to job search resources including the Alabama Joblink site quick and easy. Links including industry web sites used to recruit workers are provided and updated regularly to assist job seekers who are interested in submitting applications and resumes electronically to those companies. Final revisions are in the works to create a totally new web site that is more accessible thanks to resources made available through the Job Driven National Emergency Grant.

Job Fairs and Community Outreach: Mobile Works routinely participates in area job fairs to reach jobseekers throughout our area. Community outreach, through presentations on services and resources, is also provided throughout the year at area high schools, college campuses, district meetings, regional expos and informational presentations to churches and community based organizations. New efforts to expand our interaction with job seekers and business include the use of social media including Facebook and Twitter.

One Stop System

Plan: As a collaboration between Mobile Works, the Alabama Department of Industrial Relations, the Alabama Department of Rehabilitation services and Adult Basic Education, Mobile's One Stop Career Center' located at the main Employment Service office for Mobile County provides:

- An integrated Career Center system of maximum flexibility with increased private sector involvement where access to WIA training and eligibility determination are provided to assist individuals in returning to the workforce.
- Customer access to the core and intensive services required by WIA through Career Centers and a network of affiliated co-located partners easily accessed within the same facility.
- Priority of service to Veterans assuring that all of the resources available at the Career Center and through WIA are available to veterans seeking help with career advancement, re-entry into the job market upon returning home and assistance with overcoming barriers unique to those who have served in the military.
- Job Readiness, financial literacy, basic computer skills, basic adult education for literacy and GED preparation and use of our Resource Room where access to the fax machine, copier, phone and printed materials related to job seeking along with access to computers for on-line job search is provided.

Services to Adults, Dislocated Workers and Youth

WIA Intensive services

Full scale Objective Assessment
Developing an Employment Plan
Individualized Counseling and Career Planning
Case Management [for customers seeking training]
Pre-vocational services including Job Readiness Training
PNC Bank Financial Literacy Training

WIA defined Training services

Occupational Skills Training
On-the-Job Training

PY 2014-15 Review: During the past year Mobile Works offered training at eleven area educational and vocational training sites that are identified as WIA Certified Eligible Training Providers. These providers make a wide array of training options available to those in need of new or improved skills to succeed in the workplace. Current policy mandates that training be focused on areas of high demand and growth and the Workforce Investment Board has identified the following areas for local focus:

- | | |
|-------------------------|-----------------|
| ✓ Maritime | ✓ Construction |
| ✓ Aviation | ✓ Manufacturing |
| ✓ Materials | ✓ Healthcare |
| Handling/Transportation | ✓ Technology |

Mobile Works utilizes a customer choice based strategy where individuals must first be accepted for training into the program of their choice. Once accepted by the school, WIA eligibility is determined and eligible individuals are approved for a voucher which obligates a fixed cost for that training. Voucher amounts are based on the duration of the training and divided into semesters for allocation. Trainees are only approved for one semester of training at a time and must provide proof that they have successfully completed each course before more funds are authorized. During 2014-2015, 382 adults and dislocated workers were enrolled in training via ITA vouchers. Mobile Works allocates program costs to Adult (33%) and Dislocated Worker (9%) categories based on the amount of staff time expended to serve each population. Time spent serving job seekers not registered and identified by fund stream, is allocated evenly to Adult and DLW and those costs are included in the overall program budget.

Mobile Works continues to transfer the maximum amount of Dislocated Worker funding to the Adult program fund to better meet the profile of the job seekers coming into our center for services. Costs to perform an assessment determine eligibility; provide case management services including data entry and follow-up of program effectiveness. Our

staff works daily to assure that students and training providers are succeeding in meeting the goals of training completion and job placement and retention. .

Ongoing success in meeting or exceeding program performance is attributed to regular evaluation of individual training providers. Mobile Works partnered with the following training providers to offer a wide range of training.

WIA Eligible Training Providers & Curriculum for 2014 - 2015

Austal USA
Shipbuilding Apprenticeship

Alabama Aviation Center
Airframe & Power Plant Technician
(Aviation Mechanic)
Avionics

Bishop State Community College
Air Conditioning/Refrigeration
Associate Degree in Nursing (RN)
Auto Body
Automotive Technology
Civil Engineering Technology
Diesel Mechanic
Electrical Technician
Electronics Engineering Technician
Licensed Practical Nursing (LPN)
Machine Tool Technology
Plumbing
Registered Nursing (RN)
Truck Driving CDL
Welding

**Cardiac & Vascular Institute of
Ultrasound, Inc.**
Cardiac Ultrasound Sonographer

Vascular Ultrasound Sonographer

**Faulkner State Community
College**
Dental Assisting
Medical Secretary

Fortis College
Medical Office Specialist
Phlebotomy

Premier Driving Academy
CDL Certificate – Truck Driving

University of Mobile
Registered Nursing (RN)

University of South Alabama
Registered Nursing (RN)
Cardio-respiratory Care
Emergency Medical Services
Radiologic Science

Virginia College
Surgical Technician

Adult Success Story:

For years, Wardell Pearson, a WIA participant had a successful career in the food and beverage industry. “I thought it was my dream career, Pearson said.

Despite the long hours and my unpredictable schedule, I made good money. Yet, there was something missing.” He realized he took the easy way out when he chose a career that didn’t challenge him.

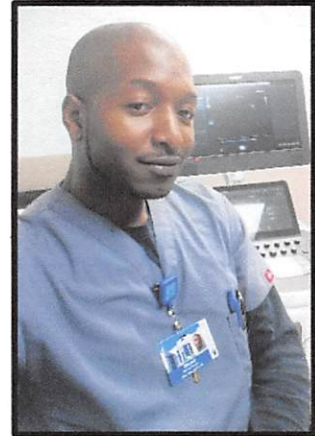
Pearson wanted something more out of life. He enrolled in the Cardiac and Vascular Institute of Ultrasound program. He was told about the WIA program at Mobile Works and made contact with WIA case manager, Shawanda Andrews. “It was truly a blessing to be accepted into the Cardiac and Vascular Institute of Ultrasound (CVIU) and get financial assistance to pursue my dream career,” Pearson said. The assistance from Mobile Works couldn’t have come at a better time, Pearson mentioned. He worked second and third shifts in the restaurant industry while completing the intense program at CVIU. “The training scholarship eased the financial strain and allowed me to devote more time to my studies,” Pearson remarked.

In fact, Pearson describes the cardiac program as intense and detailed. “We were tested often- sometime three or four times a week,” he said. Pearson further mentioned how they looked at the heart, valves and vessels to see how the heart is functioning.” In fact, the Cardiac and Vascular Institute of Ultrasound website states the cardiac program prepares the student to perform quality, diagnostic echocardiograms that can be interpreted by the reading cardiologist.

“I would not be where I am today if it wasn’t for Mobile Works and the

CVIC,” a thankful Pearson said. “I challenged myself to complete the training because I wanted more for my family and myself.” Additionally, he encouraged job seekers to not take the easy way out when deciding on their career. “Think outside the box, challenge yourself and take advantage of the opportunities afforded to you,” Pearson said. He also encouraged job seekers to do research before deciding on a career. The work environment, salary and education and training needed should also be considered.

Pearson now works for Crestwood Medical Center in Huntsville as a cardiac non-invasive technician.



Dislocated Worker Success Story:

Alice Fairley is not like most females. She loves planes- not to ride in them, but to work on them. She decided to follow her passion and enroll in the Alabama Aviation School of Mobile and study avionics. “I’ve learned so much about the avionics industry,” Fairley said. “My training on the electrical system of the plane was a challenge but well worth it. I learned about the plane’s electronic instruments- radios, navigation-radar system, wiring, etc. “

She further stated that her training will allow her to work on boats as a marine electrician because their electrical systems are similar to an airplane.

The support of Mobile Works and her instructors made a difference in Fairley

successfully completing the program. “I strived for academic excellence and was determined to make the most of my education and career,” Fairley reiterated. “I plan to use my conventional strengths in the field to develop and build positive relationships in the industry,” she said. Fairley graduated in August of 2015 with a degree in avionics. She received a job at the Aviation School of Mobile.



On-the-Job Training (OJT):

Mobile Works has partnered with thirty nine (39) local businesses to offer OJT as a resource to help area industries expand their workforce while providing opportunities for eligible Dislocated Workers and Adults to move into the workforce, gain new skills and earn an income. OJT services have been provided to 46 individuals.

Costs for assessment and core services for OJT enrollees tend to be slightly higher per individual trained. This is primarily due to the individualized work required to match job seekers with OJT opportunities while seeking to meet expectations of both the business owner and the job seeker. Outcomes are generally positive and retention in placements is higher for these trainees due to the availability of income during training and the ability of the employer to custom train their new hire. The average wage of a participant in OJT during this program year was \$13.39 per hour.

The following is a list of area business and industry partners who added and trained workers using the On-the-Job Training program.

On-the-Job Training Business Partners

- Alabama Insurance Agency
- Ala-FL Plastics
- Alta Pointe Health Services
- African Resource Center
- American Environmental
- Bay Area Food Bank
- Bay Chevrolet
- Business Resource Center
- Cockrell’s Body Shop
- Commonwealth Bank
- Construction Solutions
- Federal Marine Terminals
- General Marine
- Golden Metals
- Gulf Coast Tender Years
- Habitat for Humanity
- Happy Home Insulation
- Heritage Used Car and Truck
- Hosea O. Weaver and Sons
- Horizon Shipbuilding
- House Calls, LLC
- Jerry’s Carpet Cleaner
- Kimberly Clark
- Diamond Scaffold
- Farnell Heating and Air Services
- Mobile Paperboard
- Modern Sound and Communication
- MCG Business Solution
- MLK Manor Apartments

- National Collision Center
- Northview Health Services
- Restaurant Services
- Retina Specialty
- Serv-Pro
- Service Master Advanced Cleaning
- Smith Industrial Service
- Statewide Auto &home
- Volunteers of America
- Wonderland Express

2014-2015 Update – Alabama Career Center (ACC) Mobile:

The Alabama Career Center - Mobile offers job seekers and local businesses easy access to the resources of the co-located partners, and provides information about area training providers to individuals in need of additional skills for career success.

During the 2014-2015 program-year the Alabama Career Center-Mobile has participated in a variety of projects, activities and programs. ACC partners meet periodically to share information and stay abreast of job opportunities, community events, new programs, workforce directives, financial matters and strategies to better integrate services for job seekers and local business. Key achievements during the past year include;

- Continued improvement of communication allowing partners to share information crucial to the documentation of services, minimizing the duplication of effort and increasing follow up with job seekers.
- Increased marketing efforts and referral services that result in providers that have a better understanding of the services offered by each partner.
- Collaboration with Bishop State Community College to link those seeking certification through short term training programs, with training leading to employment.
- Partnership with Austal Shipbuilding to qualify and support eligible enrollees in the shipbuilding apprenticeship.

Co-location of workforce related services makes the Career Center an effective resource in the community but also results in a large number of individuals who receive staff assisted services which require time and resources but which are not captured via the current data collection methodology. Staff meet with numerous individuals who are seeking guidance but who ultimately choose not to enroll in training. The costs for intake and assessment of those who do not receive training cannot easily be translated into costs per person. Service delivery costs are also impacted by our mandate to prioritize services to the most at need jobseekers. Once identified via eligibility determination, many students continue to face numerous financial challenges while working to complete training and find employment.

Mobile Youth Works Council Members

Felecia Allen, Director
Mobile County Health Department

Wilbert Merriweather, Store Manager (Ret.)
Target Department Store

Chandra Brown, Executive Director
Lifeline

Frewin Osteen
Prichard Housing Authority

Angela Crosby
ABC/Career Education, Job Corps

Kimberly Pettway, Faculty
University of South Alabama

Richard Davis, Chair
Mobile Airport Authority

Charles Pharr, Executive Director
Prichard Housing Authority

Courtney Hall, Assistant Director
Department of Human Resources

Floyd W. Pough, Director
Small Business and Workforce
Development

Patsy Herron
United Way of Southwest Alabama

Mobile Development Enterprises

Barbara Mann
Community Volunteer

John Sipple, Owner
Southern Oil Exploration, Inc.

Mobile Works Youth Programs Plan: As a key subcommittee of the Workforce Investment Board, Mobile Youth Works is charged with the following mission:

“To provide a comprehensive community-based system for Youth which enhances academic achievement, develops leadership and civic responsibility and provides access to education & training to foster career success in the global economy of the future.”

PY 2014-15 Review: During this program year, 216 area youth were enrolled in our WIA formula fund programs. They were provided with training and support services through contracts with our youth service providers.

The Mobile Youth Council oversaw the delivery of GED prep programs to area out of school youth with great success. Area providers offered a variety of training, job readiness and academic remediation programs for the 2014 program year in an effort to better reach difficult to serve youth. Four year round providers were identified for funding to serve 175 eligible youth, and a summer jobs program for youth with disabilities was provided to 21 area individuals dealing with profound deafness or who are blind. In addition, 19 youth participated in a summer jobs program initiated by the County Commission. Providers reported 66 students who successfully achieved high school graduation or who passed the GED during the program year. Our success is attributed to our partnership with committed youth providers who implement innovative programs that attract and retain youth.

Our providers offer incentives to youth who achieve key milestones and host graduation events that provide a setting in which family and friends can celebrate the success of these youth. Stipends to offset costs associated with transportation, meals etc. while the students are enrolled are also available to assist those youth who have chosen to enroll and pursue their GED or high school diploma.

Mobile Works provides eligibility determination, case management coordination and follow-up services to support youth program activities. Costs associated with youth services make up 40% of the allocated program costs for Mobile Works. These activities include data collection and data entry into AlaWorks.

Mobile Works, Inc. has a long standing partnership with the Alabama Department of Rehabilitation Services to provide select in-school youth with the opportunity to gain work experience via a summer jobs program. This program can accommodate up to 20 participants who are substantially impaired by lost vision or hearing. Special job development is done to identify areas where these young people can be productive and receive real world experience in the elements of having and maintaining employment. During the most recent summer, Mobile Works served 20 youth through this initiative.

In partnership with the Mobile County Commission, Mobile Works, Inc. also undertook providing resources to give WIA eligible youth access to summer jobs through an existing summer jobs program that is sponsored annually by County Commissioner Merceria Ludgood. Youth identified for this program must complete a rigorous screening program and are placed in private business settings. This experience provides each youth contact with staff inside major industries in our region. This program served 14 youth this summer.

Direct service costs for Youth Programs are included in the contracts granted through the Request for Proposal procurement process. Analysis of program costs is a key component of provider selection along with each vendor's ability to meet or exceed performance goals. Because the majority of our Youth funding is focused on high risk out-of-school youth, our programs are challenged to link participants to all of the elements of WIA youth services while remaining cost effective. This goal is accomplished via partnerships with area agencies that collaborate to address teen parenting, drug addiction and leadership. There are numerous examples of cross referral between Youth providers who work closely with Mobile Works to assure that eligible Youth are enrolled in the program best suited to the goals and barriers identified at intake.

Youth Program Providers – 2014-2015

- Alabama Department of Rehabilitation Services
- Dearborn YMCA
- Dynamic Educational Systems Inc.
- Goodwill Easter Seals of the Gulf Coast
- Mobile Area Education Foundation

The Youth programs funded by Mobile Works offer the following service elements directly or via referral:

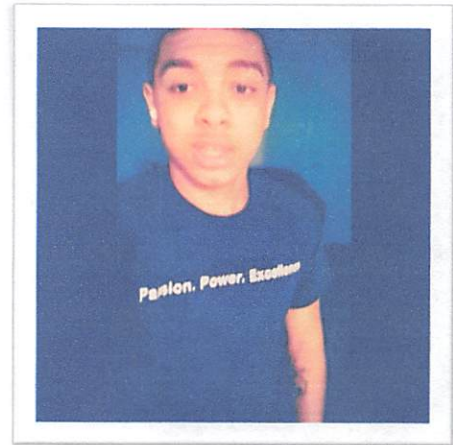
- Intake & Registration
- Objective Assessment
- Service Strategy Development (life/career plan)
- Case Management & Follow-up
- Training & instruction to enhance secondary school completion
- Alternative secondary schooling opportunities
- Summer employment opportunities
- Paid and unpaid work experiences
- Occupational skills training
- Leadership Development
- Access to Supportive Services
- Adult Mentoring
- Comprehensive guidance and counseling

The following success story provides insight into the challenges and accomplishments of the youth we serve.

Job Driven

Jino Cazalas was a bright student-positive and wanted success out of life. Unfortunately, he began to hang out with the wrong crowd. His exhibited a disrespectful attitude towards his teachers and elders. His actions eventually led to incarceration after being accused of a home invasion.

Following his release on bond, Cazalas decided to take this opportunity to make a change in his life. He decided to get his GED. He enrolled in a local program and quickly realized he needed additional help to prepare himself to test for the GED. He was referred to Pathway to Employment Program. The small class sizes and enthusiastic attitude exhibited by the staff made him feel welcome. Their support, motivated Cazalas to achieve success in the classroom and on the job. "I will never forget the excitement I felt when I received passing scores on the GED Ready test. I knew I was ready to take and pass the GED test."



Jino Cazalas

Furthermore, Cazalas encourages others to achieve in the classroom and in life. "Get your education because there is nothing you can do without it. You have to have some motivation whether it's family, independence, or wanting to be a better you," Cazalas said.

Cazalas has his GED and now works for a local construction company as a roofer. He is also learning plumbing and other trades. "I am most thankful to be productive and provide financial support to my mom and grandmom, said Cazalas. His future plan include enlisting in the Navy and becoming a real estate investor.

National Emergency Grant

In June of 2014, Mobile Works was granted funding to initiate a Job Driven National Emergency Grant for Mobile County. The purpose of the grant is to reach out to individuals who have been laid off or who have been out of the labor market for 27 weeks or more and provide them with specific skills training tied to specific employment opportunities in the Mobile area.

The following chart reflects the enrollment and completion activity for this training through June 30th, 2015.

| ITA Summary | Total Served | Remaining | Completed | Dropped Out |
|----------------------|--------------|-----------|-----------|-------------|
| Fortis-Phlebotomy | 13 | 9 | 4 | 0 |
| Alabama Aviation | 1 | 1 | 0 | 0 |
| Bishop State-Welding | 22 | 7 | 9 | 6 |
| Auto Body | 2 | 2 | 0 | 0 |
| Ship Fitting | 19 | 16 | 1 | 2 |
| Pipefitting | 4 | 3 | 0 | 1 |
| Truck Driving | 20 | 11 | 7 | 2 |
| Total | 81 | 49 | 21 | 11 |