

April 2011



# WorkForce

## focus

A CLOSE LOOK AT TAMPA BAY WORKFORCE ALLIANCE;  
HILLSBOROUGH COUNTY'S WORKFORCE DISTRICT BOARD.

**TBWA's MISSION** is to foster Tampa Bay's economic development by creating customer-focused workforce solutions designed to satisfy our customers --- business clients and career candidates alike.

### EMPLOYER SERVICES

*(July 1, 2010 - December 31, 2010)*

- **565 new employers** registered with TBWA through EFM
- These new employers listed **2,556 jobs** through TBWA
- The **2,556 jobs** included **17,825 job openings**
- A total of **103,414 referrals** were completed to available job openings
- A total of **3,471 positions were filled** during PY 2009-2010
- During this program year, employers used the TBWA's Career Centers for **114 on-site recruiting events** (WF Brandon-46, WF Plant City-11, & WF Tampa-57)
- During this program year, **4 Job Fairs** were held at various locations throughout Hillsborough County. An average of **32 employers** had contact with an average of **514 applicants** at each of these Job Fairs

### CANDIDATE SERVICES

*(July 1, 2010 - December 31, 2010)*

- Nearly **65,800 customers** received self-service or staff-assisted services
- More than **19,500 candidate resumes** were added
- A total of **640,505 services** were provided to job seeker/UI claimants
- TBWA provided over **68,729 services** to the **2,540 Veterans** and **473 Disabled Veterans** enrolled in the program
- **164 WIA Dislocated Workers** went to work during the program year at an average wage at placement of **\$17.02/hour**
- **WIA Low Income Adults** went to work during the program during the program year at an average wage at placement of **\$13.07/hour**
- Under the Workforce Investment Act (WIA), from July 1, 2009 through June 30, 2011, TBWA served **2,129 Dislocated Workers** and **1,265 Low Income Adults** with workforce training and specialized services

### About Region 15 Tampa Bay WorkForce Alliance

**Tampa Bay WorkForce Alliance (TBWA)** offers services to businesses within Hillsborough County; including recruitment, training and retraining, reorganization assistance, as well as other tailored business services to meet their workforce needs. Core services to the business community include recruitment and retention, targeted career fairs and hiring events (on and off-site), customized training, help in identifying earned income tax credits, labor market information and more. Core services to employment candidates residing in Hillsborough County include job search assistance and referrals, resource information, work readiness preparation, professional development and intensive workforce related services.

*TBWA is a member of Employ Florida, a network of career centers throughout the state of Florida.*

### Upcoming Events

- **APRIL 12**  
WorkNet Pinellas/Tampa Bay WorkForce Alliance Notice of Public Meeting at the EpiCenter  
13805 5th Street North, Clearwater 33760  
9:00am - Shared Staff Services Ad Hoc Committee
- **APRIL 21**  
Finance Committee Meeting  
NetPark Location  
5701 E. Hillsborough Ave., Ste. 1419  
9:00am - 10:00am

Executive Office NetPark  
5701 East Hillsborough Avenue  
Suite 1419  
Tampa, FL 33610



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## Employment Stats

### ► Unemployment Rates (%)

(Not seasonally adjusted)

	FEB-11	JAN-11	FEB-10
<b>TBWA</b>	11.1	12.1	11.7
<b>FLORIDA</b>	11.0	11.8	11.4
<b>US TOTAL</b>	9.5	9.8	10.4

### ► Average Annual Wage

	2009	2008
<b>TBWA</b>	\$44,722	\$43,334
<b>FLORIDA</b>	\$40,974	\$40,579

Source: Florida Agency for Workforce Innovation,  
Labor Market Statistics Center (January 21, 2011)

## March 2011 Overview of the Tampa Bay WorkForce Alliance Region

- The unemployment rate in the Tampa Bay WorkForce Alliance region (Hillsborough County) was 11.1 percent in February 2011, down 0.6 percentage point from 11.7 percent a year ago but slightly above the state rate of 11.0. Out of a labor force of 595,658, there were 65,920 unemployed residents in the region.
- The February 2011 unemployment rate of 11.1 percent in Hillsborough County was the lowest in the four-county Tampa-St. Petersburg-Clearwater metro area. The jobless rates in the other counties in the metro area were 11.2 percent in Pinellas, 12.5 percent in Pasco, and 13.9 percent in Hernando.
- The Tampa-St. Petersburg-Clearwater metro area gained more jobs over the year in education and health services than any other metro area in Florida last month.

## Candidate Success at WorkForce Tampa

Kendra is a 23-year-old single mother that has faced some hard times in her young life and, as a result, has turmolded her frustration into anger. One of Kendra's issues she was facing was a prior juvenile felony charge that has followed her into adulthood and has been a hindrance to her finding employment.

Although receiving her GED online after dropping out of high school, she learned that the GED that she had paid for was not valid or recognized for our program. Kendra felt defeated. She thought there was nothing that she could do to move forward due to choices that she made in the past.

As her Career Counselor, I began by encouraging her to enroll into a GED class to get a valid GED. And, despite the fact she was resistant due to believing the online GED should be enough, she enrolled.

Next, recognizing that she would not be successful at gaining employment until the underlining problems were addressed, I spoke very candidly with Kendra about steps she would need to take to overcome her barriers. I contacted North Side Mental Health Center and made an appointment for her to seek life crisis counseling.

Since going through counseling, she has successfully completed the 1st HCC Customer Service training class offered at TBWA and was one of the top students. She now has a certification in Customer Service that has been instrumental in helping her get interviews she otherwise would not have been able to get. Kendra is proud of her accomplishments thus far and is now more serious about finding gainful employment.

During her last follow-up appointment, Kendra asked for assistance with interviewing skills as she recognizes that she needs help in this area (she would not have asked for this type of help a few months ago). I have conducted some mock interviewing with her one-on-one in my office; however, once the STEPS interviewing skills training classes are started, I

will ensure that Kendra goes through that class to improve upon her interviewing skills.

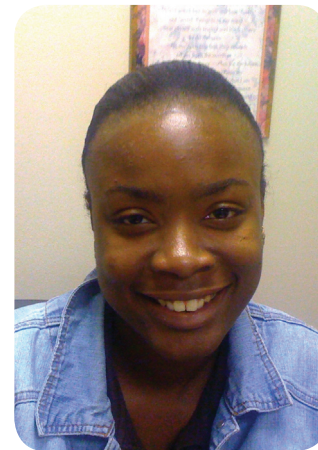
She recently got her criminal record expunged (one of her employment barriers) and continues working very diligently to obtain her GED diploma. She recently reported to me that classes are going well and she is working on bringing up her reading scores so that she may prepare to take the GED test soon and obtain a valid GED Diploma.

Finally, moving towards our goal of job placement assistance, I gave Kendra some guidance to contact her local Sweetbay Supermarket and ask for a face-to-face appointment so that she may have an opportunity to explain her situation and ask for employment. I advised her to be assertive and advocate for herself. I gave her some talking points to use and encouraged her to follow through.

I am proud to report Kendra heeded my advice, spoke with the employer, and is now employed with Sweetbay! She is so happy, as am I. I have faith that Kendra will continue to do well and will begin to challenge herself to take the necessary steps to turning her life around.

### Cynthia Crosby-Craig

Career Counselor at WorkForce Tampa



**KENDRA, Candidate**

Their success  
is our  
**SUCCESS**