National Appeal Local Feel

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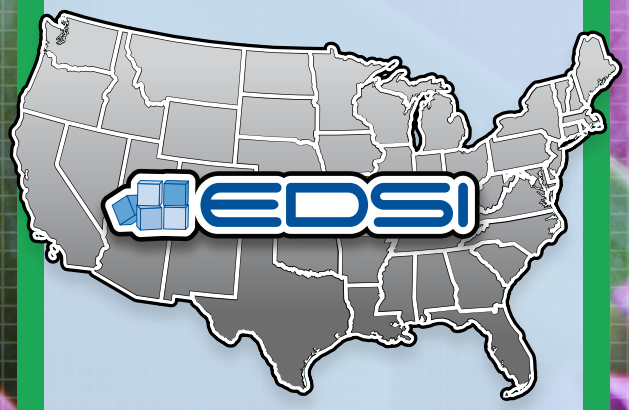

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Introducing This Month's Issue

Click to hear from our Regional Director of Operations, Meredith McCarthy as she introduces Volume 6 of the *National Appeal Local Feel* and speaks on EDSI's commitment to sharing best practices, innovations and services, while also thanking and celebrating our customers, employees and communities.

Best Practices

Uplifting Communities One Job at a Time

Upper Manhattan, NY

The Workforce1 Center in Upper Manhattan prides itself on ensuring our surrounding communities are connected to the employment opportunities they so deeply need. The city of New York has identified TRIE zip codes (Task Force on Racial Inclusion and Equity), and the Upper Manhattan Center has been committed to providing employment assistance to members of those designated communities. Our internal marketing team focuses on outreach to members of those communities to inform them of upcoming jobs they may be interested in and qualified for. In addition, our sales teams canvas the TRIE zip code neighborhoods, identifying employers who are committed to hiring their community members. Lastly, the Community Partner team organizes events within those neighborhoods where we bring the suite of services of a Workforce1Center right into their own backyard, enhancing accessibility for the community.

From January 2023 to February 2024, the Upper Manhattan Center has placed 1,250 individuals from TRIE identified zip codes into employment opportunities, who've directly benefited from our services, and who now have the purchasing power to spend in their local communities, thereby amplifying the impact even further. This is 78% of the overall hires submitted for the center. The average wage of the positions was $18.75/per hour, and all positions were full-time.

The Dynamic Dance of Our Workforce System in Action!

Lehigh Valley, PA

We are pleased to share a noteworthy collaboration between The Workforce Board Lehigh Valley (WBLV) and the local career center, which epitomizes our longstanding commitment to inform and expose youth to the abundance of career opportunities in the Valley.

EDSI alumni and current Director of Youth Initiatives, WBLV, Sarah Lutz, assisted by Workforce Career Counselor Lawrence Jackman, EDSI, organized a Hospitality Lunch & Learn event, hosted at the Delta Hotels by Marriott Lehigh Valley. The event aimed to promote awareness of the hospitality industry via a panel discussion for 11 students, each representing a different Lehigh or Northampton County high school. Students received a meal courtesy of the Delta Hotels by Marriott Lehigh Valley.

Denise Maiatico, Regional Vice President of Meyer Jabara Hotels and Chair of the WBLV Youth Committee, graciously hosted this panel discussion featuring 10 senior leadership professionals within the hospitality industry and across multiple departments. These esteemed panelists shared their experiences, personal career pathways, and insights into available job opportunities, providing valuable perspectives to the students.

Sarah Lutz, leveraging her long-standing working relationship and trust with Lawrence, collaborated seamlessly to ensure the event adhered to best practices and professionalism.
Lawrence, known for his exceptional interpersonal skills and charm, skillfully moderated the discussion, delving into the advantages and drawbacks, victories, and challenges of senior leadership roles in the hospitality industry.

The intimate and insightful conversation left a lasting impact on the high school representatives. Post-luncheon, one student promptly reached out to employers on the panel to further explore her aspirations in the hospitality industry. Additionally, all students were invited to tour the behind-the-scenes facilities at the Delta Hotel in Breinigsville, PA.

This event exemplifies the Workforce Board Lehigh Valley and EDSI's commitment to youth career readiness, employer partnerships, and the importance of providing onsite opportunities for participants. Lawrence's dedication to his assignment and service to the community reflects the values we uphold, supporting "outside the box" endeavors that create powerful activities for Lehigh Valley youth.

National Apprenticeship Week Recap

Bucks and Montgomery Counties, PA

Team members across Pennsylvania and Michigan celebrated National Apprenticeship Week by spreading awareness and making connections with jobseekers and employers at the ApprenticeshipPA conference and the Bucks and Montgomery Counties Train to Retain event. (See pg.13 for Train to Retain.)

Recognizing Regional Apprenticeship Coordinator Adina Tayar

Special thanks to Regional Apprenticeship Coordinator, Adina Tayar for continuing to lead the charge in promoting apprenticeships and supporting both jobseekers and employers in all EDSI regions. Adina's dedication goes beyond the celebrations during National Apprenticeship Week. She plays a pivotal role in providing ongoing support and consulting services to businesses looking to establish or enhance their apprenticeship programs. Her expertise ensures that employers can navigate the intricacies of apprenticeship implementation seamlessly, creating a positive impact on workforce development.

In her commitment to expanding apprenticeship opportunities, Adina actively engages with various industries, advocating for the benefits of apprenticeship programs. She collaborates with employers to understand their unique needs, tailoring apprenticeship solutions that align with their goals. Adina's efforts extend to fostering partnerships with educational institutions to facilitate the integration of apprenticeships into academic curricula, enhancing the learning experience for participants.

As the Regional Apprenticeship Coordinator, Adina is a valuable resource for both jobseekers and employers, offering guidance on apprenticeship structures, funding options, and best practices. She continues to host workshops, webinars, and informational sessions, creating a platform for dialogue between employers and potential apprentices.

Adina exemplifies the spirit of National Apprenticeship Week year-round. Her dedication not only ensures the success of EDSI's apprenticeship initiatives but also contributes to the broader mission of creating a skilled and resilient workforce.

Apprenticeship Outreach to Education Industry

Bucks and Montgomery Counties, PA

EDSI is collaborating with a local marketing firm to craft engaging multimedia content targeting educational employers. Through meticulously designed videos and outreach materials, the initiative aims to enlighten educational institutions about the nuances of Pre-Apprenticeship and Registered Apprenticeship programs. The content delves into the intricacies of securing funding through grants and workforce dollars, emphasizing the significance of investing in apprenticeships.

The overarching goal is to leverage these educational resources to optimize the allocation of grants and local funds towards supporting Pre-Apprenticeship and Registered Apprenticeship initiatives. This strategic outreach not only enhances awareness among educational clients but also underscores the pivotal role apprenticeships play in shaping a skilled and resilient workforce, fostering collaboration between EDSI and educational partners.

Program Innovations

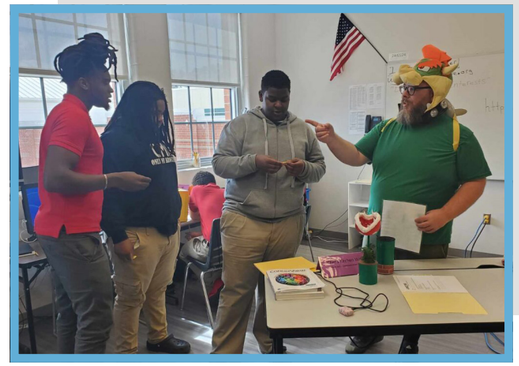
Empowering Futures: EDSI's Pre-ETS Program Transforms Lives in North Carolina

Cape Fear, NC

Since 2018, EDSI, in partnership with Vocational Rehabilitation, undertook the responsibility of implementing the Pre-Employment Transition Services (Pre-ETS) Program in North Carolina. The initiative aimed to equip students with disabilities with the necessary skills and knowledge to navigate the challenges of transitioning from high school to the workforce successfully. Keep reading to learn the importance of EDSI's Pre-ETS Program, its achievements, and potential enhancements for the future.

Importance of Pre-ETS Program

The Pre-ETS Program addresses the unique needs of students with disabilities, providing them with a comprehensive toolkit for post-high school success. Offering job exploration, workplace readiness training, work-based learning experiences, postsecondary training counseling, and self-advocacy instruction, the program ensures a holistic approach to empower students. By integrating weekly workshops into the students' class schedules, EDSI establishes a consistent and accessible platform for skill development while simultaneously building long-lasting relationships with local schools and community partners.



Program Highlights and Achievements

EDSI's Pre-ETS Program has witnessed remarkable success since its inception. With a focus on collaboration, the program has enrolled and served over 1,000 eligible Vocational Rehabilitation students. Extending its impact to 24 high schools across seven counties, the program has provided over 2,000 Community Based Vocational Training (CBVT) hours to Occupational Course of Study (OCS) students. Noteworthy achievements include facilitating 53 paid Work-Based Learning internships and organizing college tours for over 500 youth.

The program's success is further accentuated by its consistently high performance in fiscal reviews and program evaluations. By maintaining a strong relationship with funders, the dedication of the program team, and an effective service delivery model, EDSI has established itself as a leader in providing essential support to students with disabilities.

Holistic Approach and Community Engagement

EDSI's holistic approach has garnered widespread support from teachers, school staff, community partners, and parents. Teachers appreciate the value the program brings to students' transition portfolios, Individualized Education Program (IEP) meetings, and classroom instruction. This holistic engagement not only ensures a more enriched educational experience for students but also increases the likelihood of graduation.

Adapting to Challenges and Expanding Horizons

The resilience displayed by EDSI's Pre-ETS Program during the challenging circumstances of the pandemic underscores its flexibility and adaptability. The program's success positions it for further expansion into new areas in the coming years.

The chart below illustrates the expansion efforts throughout the program years and showcases a steady growth in the number of students served, counties covered, and high schools involved.

Year	Students	Counties	High Schools
PY 2018 (2nd semester)	57	1	2
PY 2019-2020	146	2	5
PY 2020-2021	226	2	15
PY 2021-2022	284	4	24
PY 2022-2023	468	7	28
PY 2023-2024	588	8	37

Future Vision and Enhancements

Looking ahead, EDSI envisions continued growth and impact. The program is currently serving over 580 students for the 2023-24 school year and is implementing a new "boot camp" model to serve 2 additional counties and 5 additional schools including a new alternative High School. Collaborating with organizations like HireAbility, EDSI aims to create a seamless system that provides students with the best possible information, ensuring their pathway leads to success beyond graduation.

EDSI's Pre-ETS Program stands as a beacon of empowerment for students with disabilities in North Carolina. Through its comprehensive and inclusive approach, the program has not only transformed individual lives but has also contributed to building a more inclusive and supportive educational ecosystem. As EDSI continues to evolve and expand its reach, the future holds promise for even greater success in preparing students for fulfilling careers and meaningful lives after high school.

Pre-ETS Student Success Story: Riley Peacock

Riley joined the Pre-ETS program during the 2022-23 school year as a Sophomore with goals that included going to college after graduating high school and finding a job that allows her to be more independent. Throughout the year, Riley has excelled in the classroom, learned new information and put in the effort needed to gain valuable career readiness skills.

Due to Riley's great efforts, she was given an opportunity to apply for the Pre-ETS summer internship and was selected to be an intern! Riley was hired as an Operations Assistant with job duties that included greeting members, folding towels, filing membership applications, and cleaning the welcome area. Riley consistently met her goals and completed 120 hours at her internship site.

She plans to continue volunteering at the YMCA until she graduates high school. She would like to work at the YMCA after graduation and is looking forward to working independently and gaining additional job skills in the future. Riley is a wonderful example of a student that our Pre-ETS Program was made to serve and provide valuable skills for the workplace and for life.

Pushing Progress Philly (P3) Violence Intervention Program Continues to Grow

Philadelphia, PA

In 2023, EDSI embarked on a significant and purposeful role as the Coordinating Agency for Pushing Progress Philly (P3), a community violence intervention program initiated by the City of Philadelphia.

Drawing inspiration from the successful READI Program in Chicago, P3 represents a collaborative effort involving the City of Philadelphia's Office of Criminal Justice and Public Safety, EDSI, and key service partners such as Nicetown CDC, Impact Services, The Ladipo Group, and Black Men Heal.

Distinguished by its trauma-aware and non-exclusionary approach, the P3 Program is meticulously designed to enhance safety and foster economic stability for both individuals and communities. Throughout the year, the P3 team not only met but exceeded its 2023 enrollment goals, showcasing the program's effectiveness and resonance within the community.

The success of the program has spurred ongoing efforts to expand and refine P3 services. EDSI, alongside its dedicated partners, continues to prioritize the evolution of the program to better address the diverse needs of participants. By actively growing the P3 initiative, the collaborative effort seeks to fortify its impact and contribute meaningfully to the overarching goal of creating safer, more resilient communities in the City of Philadelphia.

Click here to view a video overview of the P3 Program.

Train to Retain Event

Bucks and Montgomery Counties, PA

The Train to Retain Summit, a collaborative effort by The One-Stop Centers in Bucks and Montgomery Counties, saw substantial success with over 70 participants from 40 organizations, including youth partners involved in Paid Work Experience initiatives.

The Summit served as a practical forum for discussions about On-the-Job-Training (OJT) strategies for new hires, Incumbent Worker Training (IWT) initiatives for ongoing development, paid work experiences for youth, and the benefits of Registered Apprenticeships for technical roles.

The event yielded a significant 25% increase in commitments for OJT, reflecting a strong commitment to nurturing new talent. Notably, a substantial $40,000 investment was directed toward IWT programs, highlighting a collective dedication to upskilling the existing workforce. Additionally, there were commitments totaling $15,000 for Registered Apprenticeships, signaling a concerted effort to address technical skill gaps.

Billie Barnes, Executive Director of Bucks County Workforce and Economic Development, emphasized the summit's role as an ideal platform for employers to navigate training landscapes, connect with industry experts, and explore funding avenues. A panel of experienced employers shared insights into leveraging diverse funding streams, underscoring the summit's pivotal role in shaping the regional workforce.

Special Projects

Unlocking Opportunities: EDSI's Role in Training the Workforce for the New Nissan Stadium Project

Northern Middle TN

In our Northern Middle Tennessee region, EDSI is gearing up for a monumental undertaking – the training and support of the workforce for the new Nissan Stadium. As part of a collaborative effort with various community partners, EDSI's involvement marks a crucial step in addressing workforce development needs and providing opportunities for underserved populations.

Scheduled for completion in time for the 2027 NFL season, the stadium will be a beacon of opportunity for those involved. EDSI's role in this venture is both dynamic and critical. The organization is tasked with providing paid work experience opportunities for specific demographics, including low-income migrants, justice involved, Veterans, and youth.

As the employer of record for the paid work experience portion of the project, EDSI will oversee recruitment, background checks, and certification processes. The first cohort, set to commence on April 8th, is expected to include 8-10 individuals, with subsequent cohorts averaging 12-15. The training will initially focus on general labor for contractors directly associated with the stadium construction. EDSI's involvement extends beyond the construction phase. As the stadium takes shape, the organization will seek individuals with various skill sets, including welders, electricians, plumbers, HVAC specialists, and more. The project's ripple effect is expected to create diverse job opportunities, from construction roles to food service and retail positions.

EDSI is not only focusing on the immediate needs of the project but is also addressing the long-term goals of the initiative. The inclusion of youth, particularly those aged 18-24, who lack job skills, adds another layer to the project. EDSI aims to enroll these individuals in cohorts, providing them with valuable job experience and skills training.

This project is a great chance to contribute to a community project that will unite Davidson County and neighboring areas. EDSI's focus on individuals who may face barriers to employment, such as justice-involved and low-income populations, aligns with the broader mission of creating inclusive opportunities.

Program Director Liz McLaughlin shares, "I think the best part of this project is partnering with other great organizations on a giant community project. This will bring the Davidson County community together and extend into additional opportunities for other counties to build regional relationships, deepening the positive impact to Tennessee's workforce."

As the first cohort kicks off in April, EDSI's Northern Middle Tennessee team is poised to make a lasting impact on the workforce and community development associated with the new Nissan Stadium project.

Click here to check out the new stadium construction project website for more information on this massive initiative!

Photo Credit: Tennessee Builders Alliance

Photo Credit: Tennessee Builders Alliance

Cannabis NYC Initiative: Elevating New York as the Global Hub for Cannabis Excellence

Staten Island, NY

In a groundbreaking move, the NYC Department of Small Business Services (SBS) launched Cannabis NYC, a visionary project aimed at positioning the city as the worldwide leader in cannabis industry education and equity across business, science, and culture, and is reaching this goal by actively creating an interagency hub of free resources and services for all New Yorkers interested in the cannabis industry.

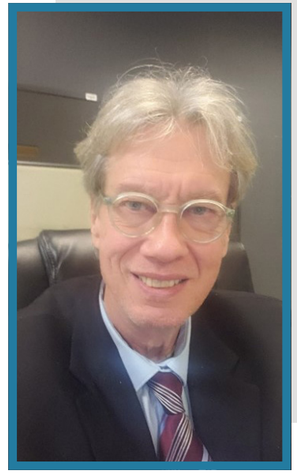
Our Cannabis Account Manager with the NYC Business Solutions Staten Island Center has been working diligently to assist those interested in starting a cannabis business complete the licensing application, understand rules and regulations, and overcome obstacles to accessing capital for this industry. It is notoriously difficult for cannabis businesses to access capital because the industry is not federally recognized. Our Cannabis Account Manager worked diligently to identify a private company that could bridge this gap and was successful in creating a partnership with FundCanna.

We were able to introduce FundCanna to our funder and ultimately connect them with the other six Business Solutions Centers, making it possible to provide this capital resource for all cannabis business owners throughout the NYC area.

Success Story

Participant-Turned-Employee Success Story: Peter Currie, BSR

Philadelphia, PA

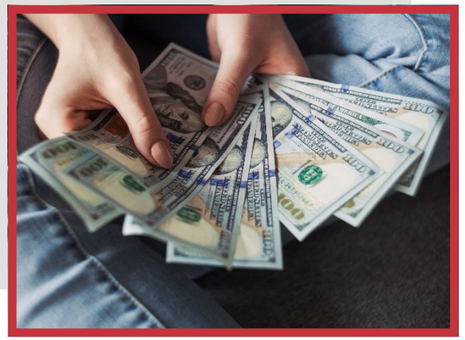


Peter had previously owned his own companies and following the closure of his most recent 20-year-old business he decided to work in sales. After working in sales for about three years, he started to experience burnout and became interested in going to college. He graduated from Temple University in 2018 with a BS education degree, but ultimately decided that the school system would not be an effective workplace. He began to attend some workshops at his local Career Center which introduced him to EDSI's Learning Solutions Manager. Peter had only had a few years of working in the corporate world and did not know where he wanted to go next. He treated getting a job like a job itself, and EDSI felt like a comfortable place to continue that journey. All of the staff members were nice and there was a fabulous culture and age discrimination seemed a non-issue.

Initially it was suggested that Peter consider working at EDSI teaching workshops. Peter was also introduced to other colleagues who found his particular skill set very intriguing and believed that Peter would be a good fit for Business Services due to his background in sales. This position was the first job that Peter pursued upon graduation, and as he said, "I actively courted this position." After some time, he moved forward with the interview process as a Business Services Representative.

EDSI allowed him to feel comfortable in the learning and growing process by nurturing his existing skills and allowed him to explore skills that he had not utilized. Peter is very appreciative of the accommodation and cordialness of all the staff members that helped him learn on the job upon his start at EDSI. Peter found EDSI's culture very refreshing and compelling, and said he does not believe he could have designed a better job for himself. He appreciates that our Chief Servant Leader, Kevin Schnieders, is very empathetic, understanding, and gentle. Peter has been employed as a BSR at EDSI for five years.

Blogs Published



Compensation Analysis – An Important Tool in Your Talent Strategy Toolbox

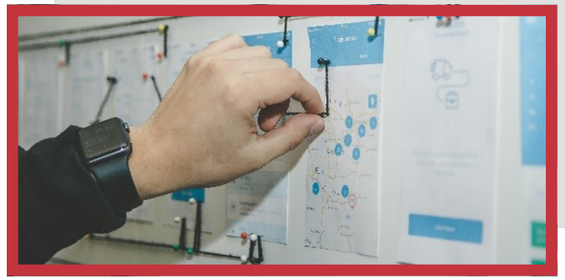
Get up to speed on the world of compensation analysis with our latest blog post featuring EDSI Consulting Managing Partner, Jim Bitterle discussing the nuances of evaluating pay structures, industry benchmarks, and the impact on talent acquisition and retention.

Check out the blog to learn more on how EDSI is at the forefront of providing valuable perspectives that can enhance clients' understanding of the competitive job market and how these insights are empowering them to use compensation analysis as a tool to attract and retain talent.

Click here to read the Compensation Analysis blog.

Find the Value in Value Stream Mapping

Explore the transformative power of Value Stream Mapping (VSM) in our latest blog! Delve into the intricacies of VSM, a crucial tool that guides organizations in seamlessly connecting jobseekers with employment opportunities, enhancing efficiency, and optimizing processes.



Click here to read the Value Stream Mapping blog.

Job Fairs

New York Healthcare Career Center supports 190 candidates with mid-wage jobs!

New York, NY

The Healthcare Workforce1 Career Center focuses on helping employers fill Clinical job opportunities. Some of the Clinical opportunities that the center recruits for are Registered Nurses, Licensed Practical Nurses, Medical Assistants and Certified Nursing Assistants. The Healthcare team connects with employers to discuss the requirements such as credentials, experience and pay rates for the open positions. The Healthcare team supports candidates from all five boroughs (Brooklyn, Manhattan, Queens, Staten Island and Bronx) with securing jobs in hospitals, nursing homes, outpatient clinics, urgent care center and community-based center. Since January 2023, the Healthcare Center has successfully placed 505 New Yorkers in Clinical healthcare positions. 190 of those candidates have received an hourly wage of $30.00 or more. The average wage for these 190 individuals earning over $30.00 per hour is $53.79.

Pennsylvania Job Fair Serves Hundreds of Jobseekers

Berks County, PA

The One-Stop Center in Berks County hosted a fall job fair in Reading, PA that featured 100 employers/training providers and over 970 jobseekers. The key for the success of the job fair was a result of the collaboration between all collocated partners, and outreach efforts through a variety of mediums (social media, billboards, radio spots, online newspapers, email blasts, etc.). The job fair also featured American Sign Language interpreters, bilingual Spanish translators, and resume reviews.

Since this event, there has been employment engagement with the Business Services Team to do local recruitment events for those attending employers and we have had to increase our local training dollars to accommodate the demand of jobseekers who have committed to going into training programs to earn industry-recognized credentials.

Spring Conferences

EDSI Leaders Kim Glenn and Ken Mall Illuminate Workforce Development Trends as Featured Speakers at COABE and NAWB Conferences

Kim Glenn and Ken Mall, prominent leaders within the EDSI team, have showcased their expertise in the workforce development industry as featured speakers at the COABE and NAWB conferences this spring.

As the Director of Innovative Learning Solutions, Kim brings a wealth of knowledge to the forefront, emphasizing innovative approaches to learning solutions in the evolving landscape of workforce development. Meanwhile, Ken, serving as the Managing Director, contributes his strategic insights, guiding discussions on effective management practices and industry trends.

Their participation in these conferences not only highlights EDSI's commitment to staying at the forefront of industry advancements but also underscores the organization's dedication to sharing valuable insights for the benefit of the broader community.

New Business

Contracts Won Between December 2023 & March 2024

Illinois

- **PODER Landscape Scan for New Workforce Development Training Vertical**

Maryland

- **State of Maryland WIOA Plan**

Massachusetts

- **Massachusetts Bay Transportation Authority Engineering and Maintenance. (MBTA E&M) Training Consultants**

Missouri

- **SLATE Youth Works**

North Carolina

- **CATS Classification and Compensation Study**

Pennsylvania

- **Montgomery County One-Stop Operator**
- **Montgomery County Title I and EARN Service Delivery**

Vermont

- **State of Vermont American Job Center One-Stop Operator**

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NATIONAL APPEAL
Local Feel

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