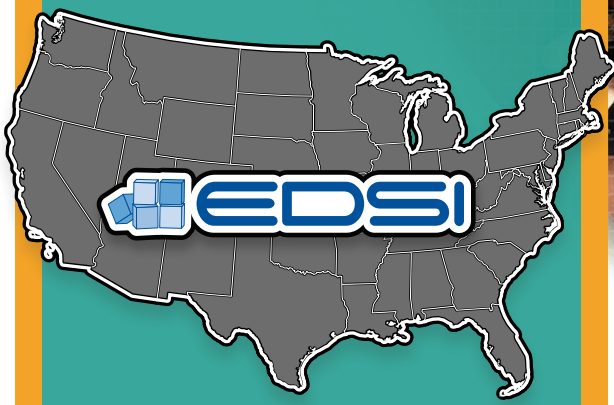
National Appeal Local Feel

In This Issue:

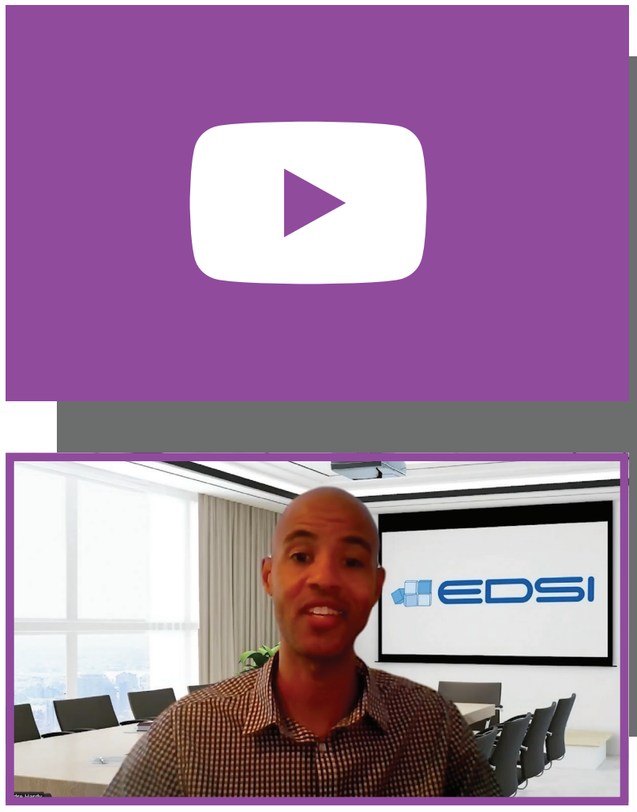
- Best Practices
- Program Innovations
- Special Projects
- New Business
- Consulting Project Spotlight

Oct. 2022 | Volume 2



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Introducing This Month's Issue





Click to hear from our Regional Director of Operations, Andre Hardy as he introduces the October Edition of *National Appeal Local Feel* and speaks on EDSI's commitment to sharing its Best Practices and Services, while also thanking and celebrating its customers, employees and communities.

Award Announcement

EDSI Recognized as 2022 Best For the World™ Honoree For Exceptional Customer Impact

EDSI has been recognized as a Best For The World B Corp for the 2nd consecutive year. This means our score on the Customers impact area assessed as part of the certification process is in the top 5% of our size group worldwide. We're proud to be a #BFTW2022 and part of the global B Corp community. Thank you to our valued colleagues in regions all across the country who Show Up, Smile and Support every day.

View the Best for the World 2022 list, and our ranking in the 250-999 employee category here:

https://www.bcorporation.net/en-us/best-for-the-world



Best Practices

WIOA Youth Program Success Story

Cape Fear, North Carolina

Our Cape Fear Youth Program met with the International Alliance of Theatrical Stage Employees (IATSTE), the union that handles hiring for film projects working with Netflix. Last program year, we had a WEX participant who started as a scene fitter assistant helping with general construction for backdrops and set design on the Netflix series “Florida Man” and after the project wrapped, he was hired permanently as a general construction specialist.

We’re assisting the Board’s Business Engagement Manager, Naari Honor, to create a certified career pathway for film to create more success stories like the one listed above and incorporate them into the high schools for early career exposure through the Pre-ETS Program and the Career Technical Education programs. IATSTE has over 80 positions that range from construction to sound engineering, makeup and special effects, and so much more that our youth will love to hear more about as we strive to create incredible career opportunities for them here locally!

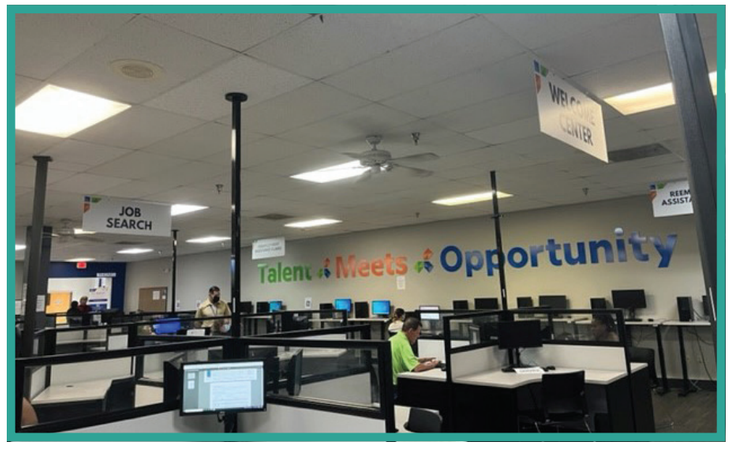


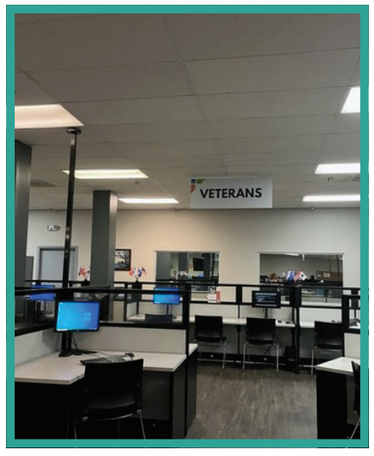
Welcome Center and Pods in the Career Resource Room

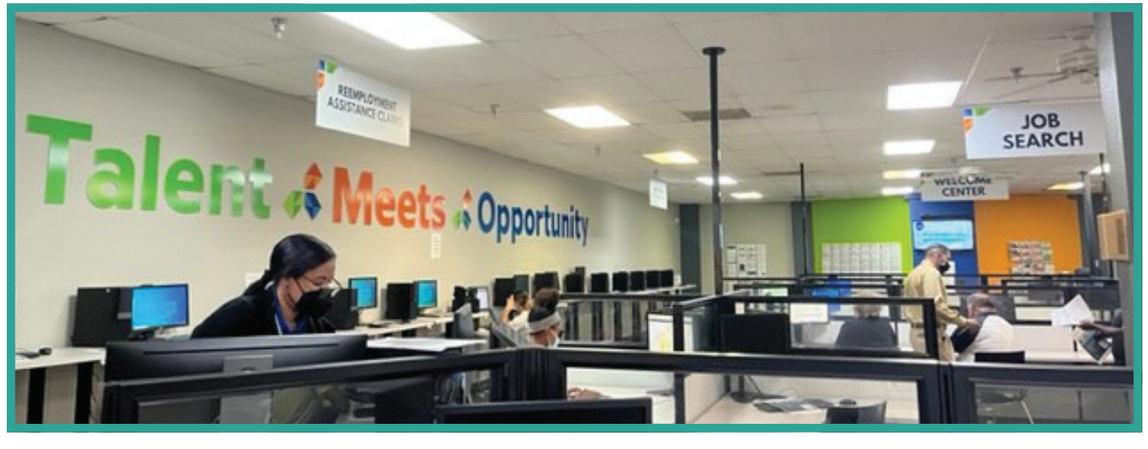
Tampa Bay, Florida

CareerSource Tampa Bay recently innovated their approach to customer intake and experience. They did this by creating 5 pods in their Career Resource Center. First, customers enter the welcome center pod where they watch a short video on services available to them. Then a Career Specialist will complete an assessment of their barriers to employment and direct them to the next appropriate pod.

There are 4 pods where customers can receive hands-on support specific to their needs including unemployment compensation, job search assistance, career help in Spanish, and Veterans services. This process helped staff organize their schedules and provide more focused and personalized assistance to customers, which led to an increase in program enrollments by 1,000.









WIOA Youth Program Outreach

Northern Middle Tennessee

In the Northern Middle Tennessee region, outreach is important in making connections and serving those in the community for all areas of our programming. The WIOA Youth team often conducts outreach meetings to brainstorm ideas. The youth team is currently made up of five Youth Career Advisors who work tirelessly serving 12 of the 13 Northern Middle Tennessee counties. The youth team often sets plans to reach out to a multitude of different organizations, nonprofits, businesses, and schools in the area. In doing so, they are able to reach a wide range of individuals who may be in need of WIOA services. One area where this has had great results is the local high schools. The youth team works with many of the local school counselors and career coaches to provide career readiness workshops as well as general information regarding the WIOA program. Working with the local high schools has yielded many opportunities for mass enrollments in several of our counties; mostly coming from the Early Technical College High School.

Outcomes:
Our outreach has been most prevalent in the Youth program. We have created partnerships with Tennessee College of Applied Technology (TCAT) and the school systems in Montgomery County that provided hands-on learning (Paid Work Experience-PWE) and academic training to 30 low-income students. Additionally, the TCAT Dental Assistant School and our Dickson County AJC have partnered to provide PWE to Title 1 eligible students completing their practicum hours which normally is not a paid opportunity. We assisted approximately 10 students through this partnership.

Also, we partnered with NHC Healthcare to provide training and support services for 15 eligible CNA students in Rutherford County. Once the training was completed, students secured CNA positions with NHC.

Finally, we enrolled and partnered to train 15 inmates in Industrial Readiness Training this past May. The initiative was a collaboration of Adult Education, local employers, and Title 1 to train and obtain employment.

Program Innovations

Meet JoVon Hill, Regional Coordinator of Youth Services

Southeastern Pennsylvania, including Chester, Delaware, Lehigh, and Philadelphia Counties



As EDSI was awarded opportunities to expand programming in the Southeastern PA counties for opportunity youth, we saw the need to offer youth-expert support to help each program thrive with the highest quality, relevant youth services. JoVon Hill, our Regional Coordinator of Youth Services, brings years of community-building, WIOA, and youth experience to the team. JoVon offers our youth programs implementation and improvement experience as well as CWDS and case management technical support based on WIOA and TANF youth policies. Effective process flows and innovations are easily shared across EDSI youth programs through this new role. JoVon has done quality reviews of case file management, streamlined service flows to adapt cohort-model benefits to youth programs, and provided training to new youth team members.

Connect with EDSI if you are interested in bringing this level of support to your youth programs!

EDSI Pilot Site for New CRM system, MyOneFlow

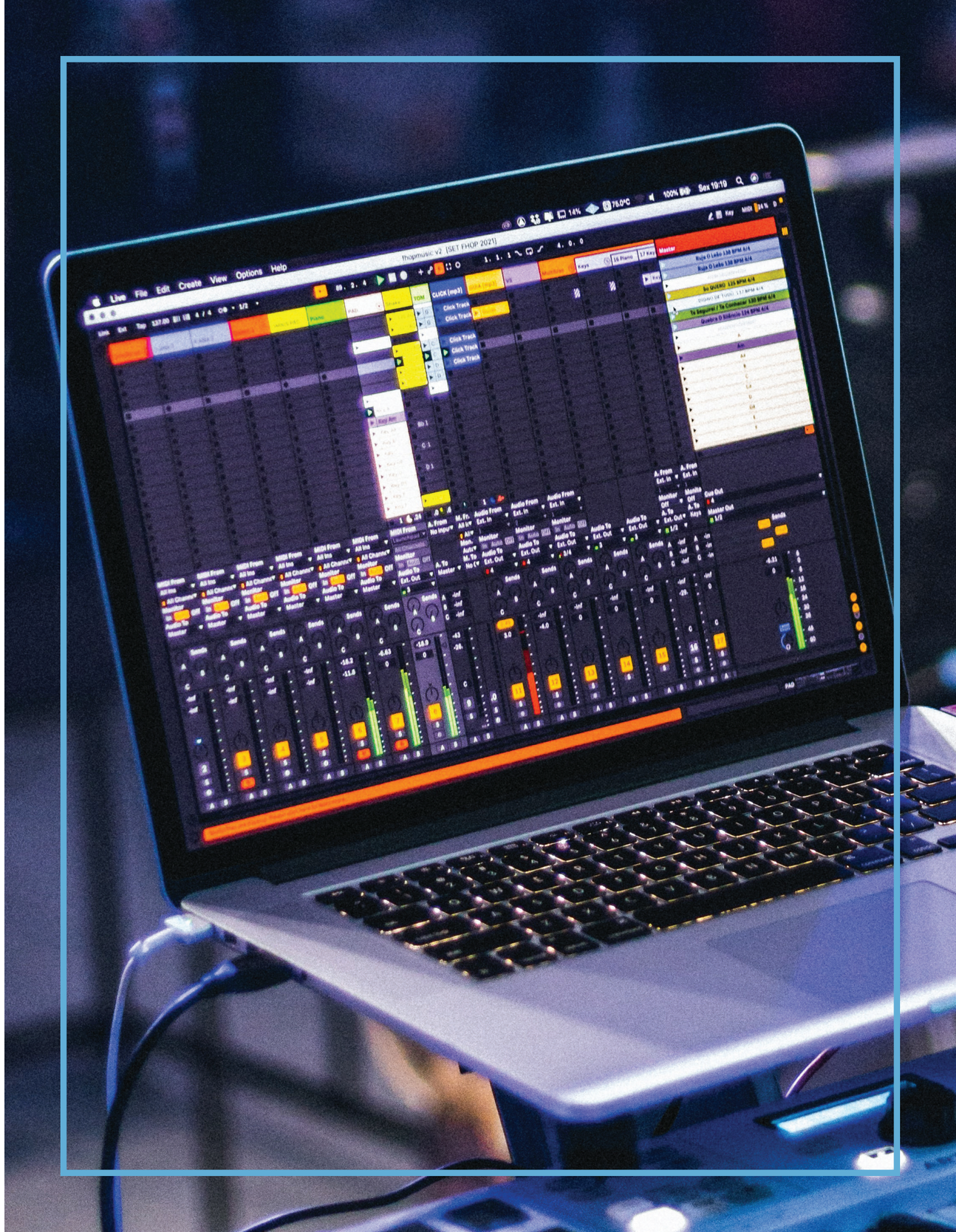
Pittsburgh, PA

In July 2022, EDSI Pittsburgh became the first company location to launch myOneFlow, a fully configurable case management and workflow automation system. The goal will be for all EDSI locations to utilize myOneFlow to support TANF, WIOA, and discretionary programs. What makes myOneFlow unique? It is customer-centric and personalized to our company and industry.

Case managers, instructors, and business services staff will be able to manage intake, document all program activity, record outcomes, and pull customizable reports. Through a client portal, customers can log in themselves, receive and sign program forms, securely store important documents, and communicate with EDSI staff that are supporting their journey.

MyOneflow is a company-wide investment. It is fully customizable to meet the needs of all program and state requirements across the company. We are launching our second site this month in Luzerne County, PA and plan to roll out the rest of the company sites throughout this program year.

myONEFLOW





Special Projects

National Dislocated Worker Grant

Bucks, Berks and Montgomery Counties, PA

EDSI utilized funds from the National Dislocated Worker Grant to launch an initiative that benefits their program participants, workforce center offices, and community. Through this grant, EDSI was able to hire 13 temporary employees that worked in the Computer Resource Center conducting calls with UC Claimants, and helping to manage the front desks. Five of these individuals are now full-time EDSI hires. The remaining eight have either found full-time work or are working with their Case Manager to secure employment.

The funds from this grant provided additional support in these offices to better serve customers. Beyond that, this program was able to take those who were unemployed and on the WIOA caseload and provide meaningful employment at a sustainable wage, and those participants were then able to be successfully exited from the program.

Outcomes:

- **Program:** They get firsthand experience of what it looks like from the other side and can bring that knowledge to help improve and streamline processes such as intake, outreach, job search assistance, etc.
- **Customer Experience:** If you've never been unemployed or on public assistance you may not get the full picture and they bring a unique perspective to make necessary changes to provide servant-hearted customer service
- **Impact:** Take unemployment to reemployment, at a sustainable wage, impacting lives in a positive way, and you get to take five people who were on your caseload and exit them
- **Business:** Create a hiring pipeline; help fill open positions



Veterans Job Fair Visited by Labor Secretary Jennifer Berrier

Chester, PA

EDSI has always been passionate about serving Veterans, so when Delaware County was recently granted funding by Governor Tom Wolf, our Chester, PA office sprang into action to offer the Hire a Hero Veterans Job Fair. The hiring event even caught the attention of PA Labor Secretary, Jennifer Berrier, who visited the job fair and spoke with our staff.

Click this link to read about her visit to the job fair and other ways the Delco region is supporting Veterans:

https://www.edsisolutions.com/hire-a-hero-veterans-job-fair-spotlight

Take A Breath Video for EARN Program

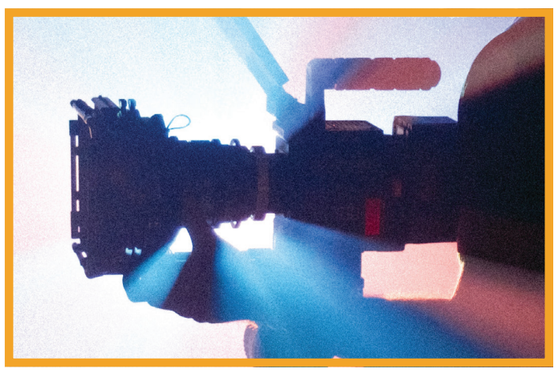
Montgomery County, PA

EDSI utilized funds from the EARN Program to develop an outreach video that explains orientation/enrollment, what to expect in the program, and benefits for participating. This 15-minute video is broken down into 3 parts and features testimonies from participants, Career Advisors and Behavioral Health Advocates.

The video is beneficial because participants entering the EARN program might feel overwhelmed and uncertain about how this program will support their life and career goals. The goal of this video is to give participants the opportunity to "take a breath" and feel at ease as they learn how the process works. It also allows our team to take control of the narrative and show a light at the end of the tunnel for participants who successfully complete the EARN program.

Outcomes:

- Outreach video that can be shared with new participants, community partners, county assistance offices, etc.
- How other workforce areas can get started:
  - *Maximizing available funding in a unique labor market*
  - *The timeline could be around 4 months*
    - Feb-March: Conceptualize the video
    - March-April: Coordinate with subcontractor, program staff, and any members/partners in the community
    - May-July: Filming/editing
    - August-present: Final feedback and publishing
- **Impact:**
  - *Department of Human Services is aware that this video is being created and excited for the finished product. Look for the video in Volume 3!*
  - *Their support could lead to regional and statewide traction*



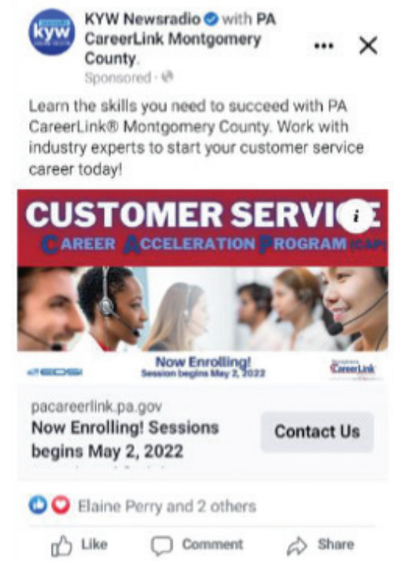
SOCIAL MEDIA

STATION SOCIAL TARGETED POSTS

Run Dates: 6/1 – 6/30/22

Goal: 100,000

Facebook	
Impressions	170,308
Clicks	113
CTR %	0.18%
Reach	37,360
Frequency	4.73
Post Reactions	3
Likes	3



Digital Media Campaign

Bucks and Montgomery Counties, PA

EDSI reallocated funds from their annual budget to develop and launch a digital media campaign in partnership with Audacy, including audio streaming and social media advertising. The goal of this digital ad campaign was to increase awareness of local One-Stop workforce centers and services available to job seekers. Specifically, this campaign targeted adult workers who may have exhausted unemployment compensation, unemployed/underemployed workers who may not know about services available in their area, as well as individuals who may have barriers to employment that prevent them from participating in the labor force such as transportation, child care, language, etc.

Outcomes:

- Ran a digital ad campaign to target multiple audiences by tapping into Audacy's customers via streaming service and Facebook
- **Impact:**
  - *Each of the 7 targeted social media ads were viewed over 100,000 times (impressions)*
  - *The top performing social media campaign received 234,911 impressions and 492 clicks*
  - *Each of the 7 targeted streaming ads were viewed over 96,000 times (impressions)*

Out-of-School Youth Pre-Apprenticeship

Delaware County, PA

The Out of School Youth Pre-Apprenticeship (OSYPA) program serves youth ages 17-24 who wish to obtain full-time positions in the field of Carpentry. The 16-week program encompasses two weeks of soft skills training, to include resume writing, team building, conflict resolution and growth mindset. At the conclusion of the 2-week soft skills training, youth enter the 14-week pre-apprenticeship training. During the 14-week training, students start the Career Connections curriculum that was developed by the Eastern Atlantic States Council of Carpenters, in preparation for a registered apprenticeship within the carpenters' union. Using Career Connections and partnering with the Eastern Atlantic States Regional Council of Carpenters, students will learn many crafts under the blanket of the Carpenters.

EDSI held its first graduation for our OSYPA program in July 2022. We had four students, three males and one female who started their journey in the Pre-Apprenticeship program in February 2022, all hoping to learn new skills that would lead them to careers in the Carpentry field.

After 16 weeks of participation with EDSI in partnership with Garage 82, all four students received their Career Connections Certifications 1 and 2 along with valuable work experience at top local Carpentry companies in Pennsylvania. One student had many challenges prior to enrolling in the program and he overcame his challenges by applying himself, having a positive mindset, and welcoming the support of the EDSI/Garage82 team. This student passed his union test on his first try. He then searched for a sponsor and interviewed to be in the union resulting in an acceptance as an apprentice with the Eastern Atlantic State Regional Council of Carpenters. Due to all his diligence, he was also hired full-time by the employer where he completed his previous paid work.

EDSI would like to congratulate the graduates of the first cohort of students in the OSYPA program.



Community Life Improvement Program (CLIP) Transitional Job Project

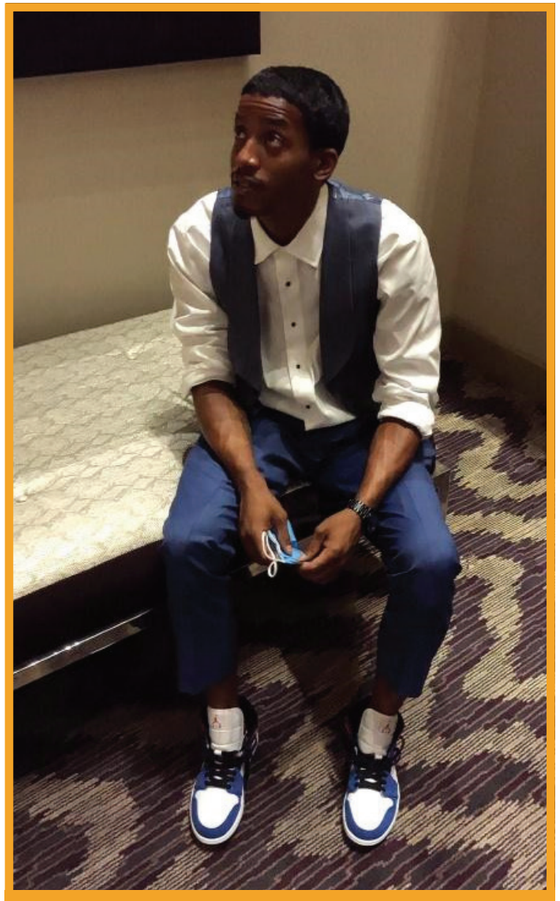
Philadelphia, PA

The CLIP Transitional Job Project is the result of committed funding, partnership, and project implementation between the City of Philadelphia, Philadelphia Works, Inc, and EDSI. The project originated as an immediate way to provide paid employment to Philadelphians with lost impact due to Covid-19 starting in March of 2020. Our EDSI team in the PA CareerLink Philadelphia implemented the project, and managed recruitment, time and attendance, placement support, and worksite mediation/coaching. Several years later, the project still exists as a transitional jobs model to support beautification and safety improvements in the city. Out of 59 transitional workers for the CLIP project, 43 gained employment, with 22% moving to full-time employment with the City. The project also provides an average of $38,000 in wages to our hard-working, skill-progressing transitional workers.

The CLIP project is a success due to the local workforce board committing WIOA funds to offer Transitional Work, our partners in the City's Managing Director's Office sharing the need and teaching skills on the job, and the EDSI team at PA CareerLink managing the project, from planning to implementation to data tracking.

CLIP Success Story:

Akeem Spratley, City of Philadelphia Laborer, previously Transitional Work CLIP Crew Member: "I came to the PA CareerLink® for help with employment. They helped me with interview skills, talking to employers, and what not to say. Through the CLIP program I became a Sanitation Worker for the City of Philadelphia and basically, I help keep the city clean. I wanted this job because of the great benefits and the job security. I would recommend PA CareerLink® services to anyone looking for work."



Akeem Spratley, City of Philadelphia Laborer & PA CareerLink® Success Story!

Congratulations to Connecticut's First Multi-Gen Program Graduates

CT

The region's first Multi-Generational Program was a huge success, with 10 graduates completing the program. The knowledge, hands-on experience, family support and tools provided are helping each graduate improve their lives and pursue long-term employment. We are so proud of them and look forward to seeing the Multi-Gen Program continue to grow in our area. If you would like more information, please email me at bsantlofer@edsisolutions.com and please watch the video below.

Graduation Slide Show (canva.com)





Reentry Project

Northern Middle, TN

In April 2021, the Tennessee Legislature passed Governor Lee's landmark criminal justice, and reentry reform proposals. Upon the passing of this groundbreaking legislation, Lauren Krisai, senior policy analyst at the Justice Action Network commented "As we wrap up Second Chance Month, Tennessee continues to lead the way in providing second chances for people in the criminal justice system. These common sense reforms will help returning citizens who are trying to turn their lives around, prevent unnecessary incarceration, reduce recidivism, and keep our communities safer."

The Northern Middle Tennessee team immediately began working with several counties' criminal justice systems to begin the hard work of carrying out the newly passed legislation. Working in partnership with Adult Education, local jails, and employers, we were able to provide WIOA services such as obtaining a GED, Industrial Readiness Training and Certification and ultimately placing individuals with employers. We partnered with Persevere Now to work with the Deborah K Johnson Rehabilitation Center for Women located in Davidson County, Nashville. In that initiative, justice-involved individuals have the opportunity to obtain their GED, receive technical and life skills to be successful upon release and are provided the support needed to disrupt the revolving door of incarceration.



New Business

Contracts Won between June and September

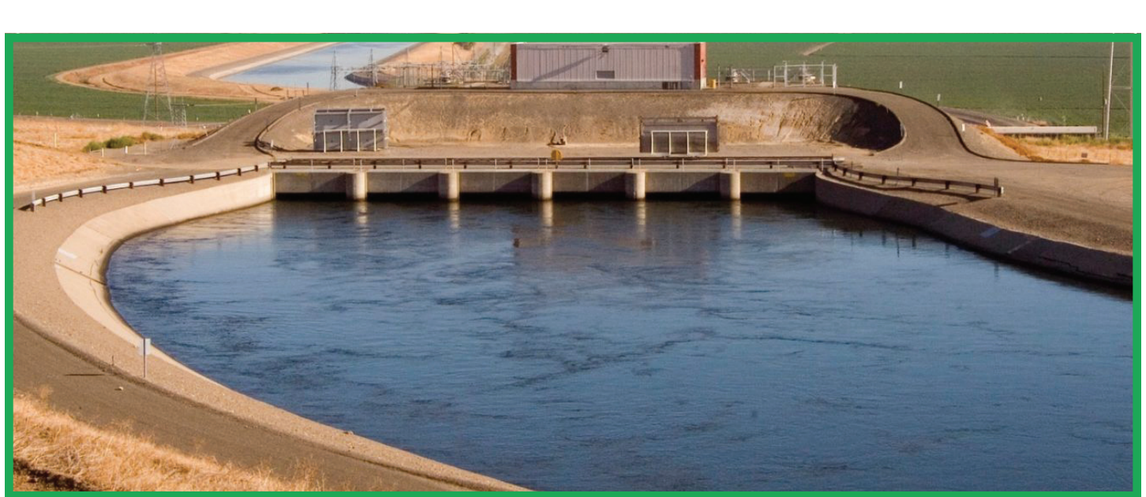
- Ocean County, NJ, One-Stop Operator Program
- Southeast Tennessee WIOA Career Services Program
- Southeast Tennessee WIOA Youth Program
- Delaware County PA, WIOA ADW Program
- Delaware County, PA, OJT Program
- Delaware County, PA, Re-entry Program
- SLATE (St. Louis) Summer Youth Jobs Program
- SEMCA (Wayne County, MI) Business Services for the Dearborn AJC and its BSR zone
- Oakland80 and JVS Career Navigation Training Services (Michigan)
- Delaware County, PA, Pathway Home Grant
- Oregon DHS Professional Development Training
- CareerSource Capital Region (Tallahassee, FL) One-Stop Operator
- SEMCA ADW (Livonia, MI)
- SEMCA Business Services (Livonia, MI)
- SEMCA Livonia Youth Services
- Berks County, PA, Business Services
- South Central Missouri WIOA ADW, Youth, and One-Stop Operator
- SLATE Adult Education and Literacy (St. Louis, Missouri)

Consulting Project Spotlight

City of Tucson Water Department Project Spotlight
Tucson, AZ

EDSI's Innovative Learning Solutions team is well-known for their stellar work evaluating, designing, and delivering customized training.

Read this Q&A Spotlight Blog featuring Kim Glenn, Director of Innovative Learning Solutions and Brian Lester, Director of Workforce Solutions, to find out how the City of Tucson benefited from having their Water Maintenance and Customer Service Divisions training practices updated by our talented staff.



Blog link:
https://www.edsisolutions.com/blog/city-of-tucson-water-department-project-spotlight-q-a





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EDSI is a Federal Contractor – Equal Opportunity Employer & Programs — Minorities/Women/Disabled/Veterans. Reasonable accommodations will be made upon request.

Click here for Stevens Amendment information.