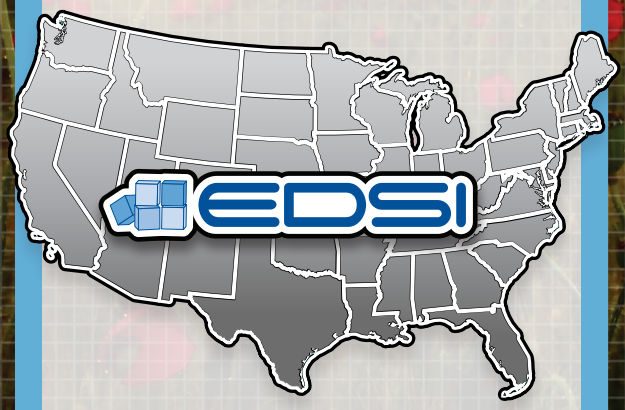
National Appeal Local Feel

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Introducing This Month's Issue





Click to hear from our Director of Leadership Development Colleen Henning as she introduces the April Edition of *National Appeal Local Feel* and speaks on EDSI's commitment to sharing its Best Practices, Innovations and Services, while also thanking and celebrating its customers, employees and communities.

Awards & Accolades

EDSI Recognized as a Philadelphia Employer of Choice

EDSI is honored to be named a **2025 Employer of Choice** by the **City of Philadelphia's Workforce Professionals Alliance** and **Department of Commerce**. The prestigious recognition highlights employers who lead the way in recruitment, retention, and promotion practices that foster equity, skill development, and career growth for Philadelphians. This year, EDSI joined 13 other distinguished employers in receiving this workforce distinction.

"It's an honor to be recognized for our strong talent retention, inclusion practices, and internal career growth opportunities. EDSI's core values of Show Up, Smile, and Support are the framework for all of our strategic efforts, program operations, and employee experiences." said Regional Director of Operations Meredith McCarthy. "At EDSI, continuous improvement is at the heart of everything we do, and this award motivates us to keep innovating and collaborating with other regional employers to continue our mission of serving the community with an incredibly talented workforce."





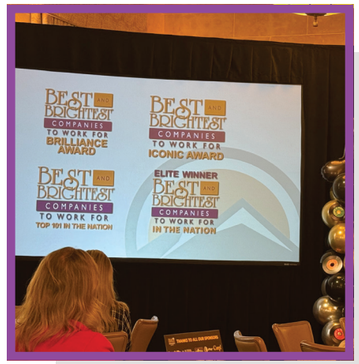




Click here to read more about the award and winners via the EDSI website's Recent News section.

EDSI Named a Top 101 Best & Brightest Company in the Nation

EDSI is proud to be recognized as one of the **Top 101 Best and Brightest Companies to Work For in the Nation** in 2024 by the National Association for Business Resources (NABR). This prestigious honor places EDSI among the highest-performing workplaces in the country, highlighting our commitment to employee engagement, well-being, and innovative HR practices. This award builds on our **National Best and Brightest Companies to Work For** and **Metro Detroit Best and Brightest** wins, further reinforcing our dedication to fostering a culture where employees thrive.





BEST AND BRIGHTEST® COMPANIES TO WORK FOR TOP 101 IN THE NATION WINNER 2024



Best Practices





Work, Learn and Grow Series: St. Luke's Empowering Mature Workers

Lehigh Valley PA

On February 27, 2025, EDSI's Lehigh Valley Career Center at St. Luke's Sacred Heart hosted the Work, Learn & Grow Series - Mature Worker event in celebration of Senior Independence Month. This initiative aimed to equip workers aged 55+ with the tools and opportunities they need to thrive in today's job market. AARP provided valuable insights on their SCSEP Program, while EDSI staff shared information about job openings, services, and Veteran resources. The Lehigh Valley Aging and Adult Program, along with St. Luke's University Health Network (SLUHN), offered essential resources and volunteer opportunities for seniors.

The event featured three dynamic workshops, available in both English and Spanish, designed to inspire and empower mature workers. The first session focused on job search strategies tailored to mature workers, followed by a captivating presentation on volunteer opportunities from St. Luke's Volunteers. The final session, featuring an interactive Hot Jobs Bingo game, explored hot jobs and new skills for mature workers. Participants also filled out commitment cards, setting concrete actions for their career growth, resulting in several follow-up appointments at the Career Center at St. Luke's Sacred Heart.

Throughout the workshops, additional services were showcased, including SkillUp™ PA and individualized assistance through the WIOA Program, further supporting participants on their career journeys. The event was a true celebration of Senior Independence Month, empowering mature workers with practical tools, confidence, and a renewed sense of direction for their careers.

The impact of the Work, Learn & Grow Series - Mature Worker event can be demonstrated through several key outcomes. A total of **27 participants** attended, with around **20** staying for all three workshops (**77% of attendees**). There was immediate engagement with employers and community organizations like AARP and SLUHN, including five attendees who signed up for volunteer opportunities right on the spot.

The workshops were a resounding success, providing valuable insights and motivating attendees to take actionable steps toward advancing their careers. Interactive elements like Hot Jobs Bingo and the commitment cards encouraged participants to set career goals, leading to several follow-up appointments. Feedback from attendees was overwhelmingly positive, particularly in how the event empowered them to explore new career paths and boosted their confidence. We are thrilled to have made such a meaningful difference and look forward to more moments like this!

EDSI Staff Supports Boeing Employees During St. Louis County Layoffs with Rapid Response Services

St. Louis, MO

EDSI Employment Specialists, along with the Eastern Missouri Region Business Support Unit and Rapid Response Specialists, assisted with the St. Louis County Boeing layoffs affecting nearly **700 employees** in December 2024 and January 2025. The scheduled layoffs, beginning January 17, impacted various positions, including engineers, mechanics, and supply chain specialists.

Workforce development offices helped Boeing employees take their next steps by offering support with updating resumes, learning about current interview trends, and exploring other potential career paths through training. EDSI's Employment Specialists presented on local, free services available to the affected employees, providing additional opportunities for them to transition into new roles.

To support this, online job fairs and resources were made available, along with numerous in-person presentations and Q&A sessions. Over **250 employees** took advantage of these services, receiving valuable assistance during this challenging time.



Better Together: Uniting Teams for Growth, Connection, and Recognition

St. Louis, MO

EDSI recently kicked off its 2025 Better Together annual training, reinforcing the company mission, core values of Show Up, Smile, Support, commitment to customer care, as well as key business operations.

The first session of the year took place in EDSI's St. Louis region, bringing together the St. Louis County and St. Louis City (SLATE) teams. A photo captures both teams united, highlighting the value of collaboration. Whenever possible, both regions are brought together for this annual training, fostering deeper connections and teamwork.

This year's session was highly engaging, with leaders recognizing and celebrating each team member's contributions by presenting certificates and awards at the conclusion of the training. The event served as a meaningful opportunity for professional development, connection, and recognition of the outstanding work being done across the region.



Leadership Through Art: Strength, Connection, and Expression



The Northern Middle Tennessee (NMTN) leadership team created a rock painting activity during a recent in-person meeting designed to foster stress relief, build authentic connections among leaders, and encourage personal expression through art. Each leader selected a rock and painted it with a design, symbol, or message that resonated with their leadership journey, values, or personal inspiration.

After completing their artwork, leaders shared their creations with the group, explaining the meaning behind their designs and the stories that inspired them. This storytelling element deepened connections, allowing participants to see different perspectives, experiences, and leadership styles in a creative and meaningful way.

Once all the individual rocks were completed, they were brought together to form a collective mural, symbolizing the unity and strength of the leadership team. This visual representation reinforced the idea that while each leader brings unique qualities, experiences, and creativity, they all contribute to a shared vision and purpose







Ridley High School Students Build Bright Futures with EDSI's ISY Program

Ridley Township, PA

EDSI's ISY Building Towards Your Future program is empowering Ridley High School juniors and seniors to confidently plan their futures. Whether students aim to attend college, pursue a trade, or enter the workforce directly, the program provides the guidance and resources they need to succeed.

Program coordinator Skai Cross plays a vital role in fostering strong connections with both students and faculty, helping to drive enrollment and engagement. In-class activities like round table talks create a sense of community, allowing students to build meaningful connections with their peers. Additionally, personalized one-on-one sessions with the coordinator provide tailored support, helping students develop customized career plans that align with their goals.

The program has achieved impressive results, with students gaining acceptance to institutions such as Penn State, Drexel, Temple, and North Carolina A&T. Others have pursued specialized training at Empire Beauty School, while multiple participants have earned induction into the National Honor Society, highlighting both their academic achievements and personal growth nurtured through the program.







Teamwork in Action: Supporting Laid-off Tyson Food Workers

Philadelphia, PA

EDSI is thrilled to share an example of a successful collaboration between the EDSI Philadelphia team and the Pennsylvania Department of Labor to provide rapid response services to dislocated workers during the Tyson Foods layoff.



Two Tyson Foods plants, Philly Cook and Philly Raw, were scheduled to close on January 31, 2025, resulting in the dislocation of **239 workers**. The EDSI Philadelphia team, in collaboration with the Pennsylvania Department of Labor, organized a job fair with over **28 employers**. Additionally, the team hosted an information session in both Spanish and English to help inform dislocated workers of the resources available to them through the Philadelphia One-Stop Center. The team set up an onsite transition center at Tyson, offering resume reviews, job search assistance, and a computer station for job searching. As a result of these efforts, **121 dislocated workers** attended the job fair, **88** attended the information session, and **59** received one-on-one support at the transition center.



The best practices utilized to make this collaboration a success included incorporating the Philadelphia One-Stop Center team within the fact-finding meetings between the Pennsylvania Department of Labor and Tyson Foods. Additionally, talented staff from both the Pennsylvania Department of Labor and the Philadelphia One-Stop Center were utilized to offer services in both English and Spanish. Lastly, leveraging the employer list within the Philadelphia One-Stop Center system enabled a quick turnaround for the development of the job fair.

Blogs Published

Trauma Training: Empowering Educators and Families to Promote Healing



Jordan Rife
EDSI Senior
Instructional Designer

In our latest blog, we spotlight a Q&A with Senior Instructional Designer Jordan Rife, exploring a transformative partnership with Healing Center Restorative Engagement (HCRE). The trauma-informed training program, initially created for Head Start educators, is designed to be customized for any organization or industry to foster healing environments and promote wellness.

Click to read the full blog!

Rethinking Workplace Wellness: Choosing the Right Well-Being Model

In our latest blog, we explore a powerful partnership between EDSI and Healing Center Restorative Engagement (HCRE) to rethink traditional workplace wellness strategies. The blog compares the medical model to the more effective social model of well-being, offering insight into why current approaches may fall short. With downloadable resources, including a decision tree and real-world use cases, organizations can better determine the right model to foster supportive, trauma-informed environments that promote lasting wellness.

Healing Centered Restorative Engagement

Click to read the full blog!

Future-Proof Your Business With Strategic Planning

Strategic planning is essential for any organization looking to thrive in today's fast-changing landscape. In our latest blog, EDSI Consulting Managing Partner Jim Bitterle shares expert insights on why strategic planning matters, how EDSI helps clients create impactful plans, and the critical steps to ensure success. Whether you're a leader, employer, or just curious about best practices, this blog offers valuable takeaways for strengthening businesses, communities, and the workforce.

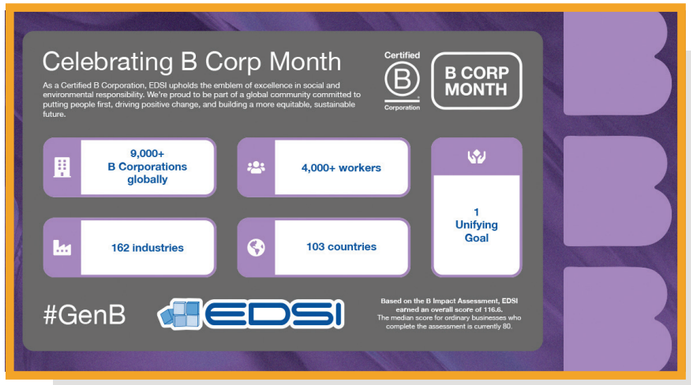


Click to read the full blog!

Celebrating Five Years as a B Corp: A Journey of Impact

EDSI is proudly celebrating five years of B Corporation certification. Our CEO, Kevin, shares the story of how and why we decided to pursue B Corp certification, emphasizing how it aligns with our values of social responsibility, a relentless focus on exceptional customer care, environmental stewardship, and accountability. In 2024, we were honored to be recertified, a significant milestone that required an in-depth, audit-like process to ensure we continue meeting the highest standards of transparency and positive impact.

Click to read the full blog!



Program Innovations

Navigating Success: The Power of Career Navigation

North Central, CT

At the heart of the American Job Center (AJC) is a unique approach to Career Navigation—one that goes beyond job placement to foster deep, grassroots connections within the community. “The key to being a successful AJC Navigator is twofold,” says Joshua Gilmore, AJC Navigator for North Central CT. “One must possess the ability to build strong relationships with community partners and be prepared to meet people where they are.”

Whether it’s connecting with a local Salvation Army director, assisting individuals at a soup kitchen, or collaborating with case managers at mental health clinics, Navigators serve as a crucial bridge—aligning resources and support to better serve those seeking career opportunities. As the vital link between individuals and the services they need, Navigators provide real-time guidance, helping them access the right programs, connect with community partners, and find training opportunities that set them on a path to long-term success.







Josh Gilmore
EDSI AJC Navigator



William Newton
EDSI AJC Navigator

“Active listening goes beyond nodding heads. It’s about asking thoughtful questions, recognizing emotions, and providing tangible next steps with follow-up,” Gilmore explains. By combining active listening with strong partnerships, AJC Navigators in North Central CT have expanded access to opportunities through recurring information sessions—held not just in AJC offices but also in libraries, adult education classrooms, shelters, and other community spaces. The impact speaks for itself: since last program year, AJC Navigators have engaged with approximately **85 organizations**, including businesses, training providers, social service agencies, and educational institutions. They have also connected directly with **480 individuals** outside the office, ensuring that support reaches those who need it most.

By meeting people where they are—both physically and emotionally—Navigators break down barriers, build trust, and empower individuals to take charge of their futures. Their work not only transforms lives but also strengthens the entire support network that makes career success possible.

Introducing EDSI's New Internal Podcast: 3 P's in a Podcast

At EDSI, continuous learning is key to our growth and success. Our new podcast, 3 P's in a Podcast, brings team members together to discuss three core pillars that drive our organization: People, Performance, and Practical Profits. We're excited to keep learning, growing and communicating well with our team members!

Listen Now: Kevin Schnieders Featured on Growing with Purpose Podcast

EDSI's Chief Servant Leader was recently featured on the Growing with Purpose podcast hosted by Paul Spiegelman.

Click to tune into the full episode:
Growing with Purpose | Paul Spiegelman to hear Kevin's insights and learn more about the heart behind EDSI's mission.

Kevin's unconventional journey—from sports broadcasting to teaching English and ultimately leading EDSI—centers around one core value: connecting with people.



In the episode, Kevin discusses:

- The role of servant leadership in EDSI's growth
- Staying connected with over 900 employees
- The importance of listening and welcoming feedback

Empowering Youth: The Impact of the YouthBuild & WIOA Partnership

Cape Girardeau, MO

In 2024, the Community Partnership of Southeast Missouri collaborated with the Workforce Development Board of Southeast Missouri and EDSI to support a YouthBuild Initiative in Cape Girardeau, MO.

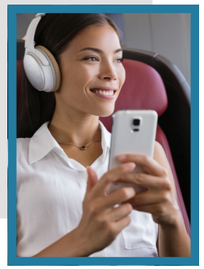
YouthBuild is a community-based program that provides education, job training, and leadership development for young people ages 16 to 24 who are disconnected from school and work. The program focuses on helping participants earn their high school diploma or equivalent while gaining hands-on experience in construction, where they build or renovate affordable housing and community facilities.



Funded through the U.S. Department of Labor, YouthBuild also offers career pathways in other in-demand industries, such as healthcare, construction, information technology, and hospitality. The program emphasizes leadership development, financial literacy, and community service to help young people develop the skills they need for long-term success. The YouthBuild participants are co-enrolled into the WIOA Youth program.

The WIOA Youth program provides many services including assessments, employment plans, career counseling & guidance, leadership, supportive services, and paid work experience. As of February 2025, there have been 30 youth dual enrolled in YouthBuild and WIOA. Of those dual enrollments, 22 have completed both programs successfully. This is truly an amazing opportunity for the Cape Girardeau, MO area.

Microlearning in Workforce Development: Empowering Professionals, Job Seekers, and Leaders



Workforce development is evolving faster than ever, and at EDSI, we recognized early that traditional, lengthy training programs often struggle to keep pace with shifting job market demands. To meet this challenge, we've implemented microlearning strategies across several key areas—including internal professional development, leadership training, and job seeker support—delivering concise, high-impact lessons that can be accessed anytime, anywhere.

One of our focus points has been equipping workforce advisors and job developers with up-to-date skills in an everchanging workforce market. Through short modules, our staff stay informed on the latest labor market trends, job-matching strategies, and employer engagement tactics, enhancing the quality of support they provide to job seekers. We've also introduced microlearning for leadership development, covering topics like data-driven decision-making, workplace wellness strategies and effective change management—enabling leaders to quickly adapt and guide teams through organizational shifts.

When it comes to job seekers, we see microlearning as a powerful catalyst for both skill-building and confidence-boosting. Our on-demand modules cover a range of critical topics, from résumé writing to interviewing techniques, allowing learners to focus on one skill at a time in short, targeted sessions. For instance, our Interviewing Basics module—available here—guides participants on making a strong first impression in a matter of minutes. We also offer an Master Virtual Interviews module—available here—which illustrates how just-in-time training can be tailored to address specific skill gaps or reinforce essential competencies, ensuring job seekers receive the scaffolding they need to navigate today's competitive job market successfully.

These efforts reflect broader trends cited by the Association for Talent Development (2022) and Deloitte (2021), which show that microlearning improves knowledge retention and meets learners' time constraints. Likewise, the Pew Research Center (2021) reports that most Americans use mobile devices for online learning—a statistic that underpins our commitment to making content accessible on smartphones and tablets.

Whether boosting employees' expertise, preparing job seekers for critical interviews, or strengthening leadership capabilities, our microlearning initiatives at EDSI are transforming how we think about workforce development. By delivering relevant, readily accessible lessons, we're helping both professionals and job seekers stay agile, informed, and well-positioned for success in an ever-changing labor market. If you need resources or additional consultation for microlearning solutions for you and your team, contact the Innovative Learning Solutions team today!



Written By: Christopher Gibbs, Innovative Learning Solutions Manager

References: • Association for Talent Development (2022). Microlearning effectiveness report. ATD Press. • Deloitte (2021). Time constraints in employee learning. Deloitte University Press. • Deloitte (2023). Global human capital trends report. Deloitte Insights. • Grovo (2022). Microlearning vs. traditional training study. Grovo Learning Solutions. • Pew Research Center (2021). Mobile learning trends. Pew Research.

Special Projects

HRA/DHS Housing Specialist Training Pilot Program

Queens, NY

In partnership with the NYC Human Resources Administration (HRA), EDSI launched a new Housing Specialist Training Pilot Program designed to equip active public assistance clients with the skills needed to pursue a career as a Housing Specialist.

This four-week training program offers hands-on instruction in tenant rights, affordable housing programs, and best practices in housing services. Participants engage in daily class discussions, interactive workshops, real-world case studies, and professional development sessions. To support their long-term success, students also receive resume assistance and interview preparation.

At the conclusion of the program, 11 employers will interview graduates and offer conditional employment opportunities to those who excel. This initiative creates a direct pathway to stable employment while empowering NYC clients to transition into meaningful careers and contribute to addressing the city's housing challenges.

The program has seen impressive engagement so far. Outreach efforts reached over 1,000 HRA clients, resulting in 100 participants registering for informational sessions and 34 enrolling in the course. The class began with 30 students, all of whom maintained 100% attendance throughout the first week. With the goal of 30 graduates successfully interviewing with employers on April 2, 2025, this pilot program is poised to make a lasting impact.

By combining education, practical experience, and strong employer connections, EDSI's Housing Specialist Training Pilot Program is helping bridge the gap between public assistance and long-term career opportunities.



Building Careers: Where Employers and Job Seekers Connect

Berks County, PA

In late January, our Berks County team hosted a series of **Industry-Specific Job Fairs**, showcasing opportunities across key sectors including **Healthcare**, **Manufacturing**, **Construction**, and **Transportation**. Each day, employers from these industries connected with job seekers, providing valuable insights into available positions, skill requirements, and career advancement opportunities. The events were a great success, with numerous employers and enthusiastic job seekers engaging in meaningful conversations.

Several of these interactions were captured in photos, highlighting the strong connections made and the positive impact these job fairs had on both the local workforce and employers seeking talent.









JobsNYC: Staten Island Hiring Hall Success

Staten Island, NY

The JobsNYC initiative, a mayoral program designed to reduce unemployment in targeted communities across New York City's five boroughs, recently made a significant impact on Staten Island. In October 2024, oversight of the initiative was transferred to the NYC Department of Small Business Services, which partnered with the Staten Island Workforce1 Career Center to host the first JobsNYC Hiring Hall at the Gerard Carter Center in the Stapleton Housing Complex.



The event brought together over **350 job seekers** and more than **30 employers**, including city agencies and community-based organizations. Attendees participated in valuable interview workshops and gained access to important information on available benefits and resources. To ensure the event's success, EDSI team members from Upper Manhattan, Washington Heights, the Workforce1 Healthcare Center, and the Staten Island Business Solutions Center collaborated with the Staten Island Workforce1 Career Center to provide additional staffing support.

The Hiring Hall's success was evident in the feedback received. Employer satisfaction was rated a **perfect 100%**, while job seeker satisfaction was in the high 90s. This positive response highlights the event's effectiveness in connecting Staten Island residents with meaningful employment opportunities. The collective efforts of the EDSI NY Region played a vital role in making this impactful event a success.



New Business

Contracts Won Between January - April 2025

Pensylvania

- **Veterans Employment Program – Bucks County**
- **PA DDAP Recovery Support Services (RSS) Grant - Allegheny County**
- **Northwest PA WIOA ADW/YOUTH**
- **Northwest PA One-Stop Operator**

Michigan

- **GST Michigan Works Staffing Services**



EDSI Secures New Funding for Veterans Employment Program

Bucks County, PA

EDSI's Pennsylvania region is excited to announce new funding for the Bucks County Veterans Employment Program as part of the Veterans Mission Forward initiative. This groundbreaking partnership is designed to eliminate employment barriers for Veterans through comprehensive career development programs and collaborative community efforts.

By working closely with key partner organizations such as the Montgomery County Office of Veterans Affairs, Veterans Court, Montgomery County Community College, and the VFW, the program offers:

- **Critical job training tailored to Veteran needs**
- **Job placement services to help Veterans secure meaningful employment**
- **Supportive services to ensure long-term career success**

This initiative demonstrates EDSI's continued commitment to supporting our nation's heroes as they navigate the path to sustainable employment and career advancement. Through collective efforts, we are honored to help Veterans achieve their professional goals and lead fulfilling civilian lives.

EDSI Awarded Grant to Strengthen Recovery Support Services

Allegheny County, PA

EDSI is proud to be among the recipients of funding from the Pennsylvania Department of Drug and Alcohol Programs (DDAP) as part of an $8 million investment to enhance recovery support services across the state. This initiative, aligned with the Shapiro Administration's comprehensive plan to strengthen substance use disorder (SUD) services, will enable EDSI to expand critical non-clinical supports in Allegheny County, including care coordination, peer support, job training, and housing assistance. By addressing key areas such as health, home, purpose, and community, EDSI is committed to helping individuals achieve and sustain long-term recovery.





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Click here for Stevens Amendment information.