Hospitality Program of the Palm Beaches – First in the Nation

By: Elsa DeGoias, Ed.D.

The hospitality industry is Palm Beach County’s largest employer, and the county is seeing considerably higher demand for hospitality talent for the fall/winter season as compared to last year. For CareerSource Palm Beach County, the state-funded nonprofit chartered to work with Palm Beach County businesses to provide job placement and recruitment assistance, this means hundreds of job orders for various positions for their team of hospitality recruiters to fill.

As one of the largest employers in Palm Beach County, the hospitality industry generates approximately $7 billion each year and supports more than 60,000 jobs. As a result of the importance of this industry to Palm Beach County, CareerSource’s outreach, training, and recruiting efforts to fill these positions is extensive.

In August of last year, CareerSource Palm Beach County developed and launched a new program — the first workforce board-led program in the nation — that expands efforts to build the local talent pipeline for hospitality employers in a unique way. The program was titled the Hospitality Program of the Palm Beaches, a 10-week course to train and place people with unique abilities in rewarding hospitality careers.

The first class of 6 students graduated in October 2016 with professional certifications in guestroom attendant and customer service by the American Hotel and Lodging Association. In addition to industry-specific classroom training, the students received a social skills enhancement training and art component, as well as on-site training at the Colony Palm Hotel near downtown West Palm Beach.

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Beach, a high-end hotel in Palm Beach.

As manager, I developed the Hospitality Program of the Palm Beaches to address the competitiveness of the hospitality industry; we want our students to set themselves apart from the average job seeker.

It is an amazing experience to work with such a diverse, talented group of individuals, and we are so thankful that the Colony Palm Beach invited our students to train with their staff so they could learn in detail the highly successful methods that their staff has perfected over the years in providing world class service.

While this latest partnership with hospitality employers is indeed rewarding, perhaps the greatest reward is how the program is enriching the students’ lives.

“It made me come out of my shell, and I’m very proud of myself for completing this program,” said Teneisha, a student of the program.

The next Hospitality Program of the Palm Beaches class is expected to start summer 2017. While the first class provided certifications in guestroom attendance and customer service, the program team hopes to expand the course and add more certifications.

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Timothy Moore, CWDP: MS, M.Ed

After that I ended up running the newly DOL-demonstration funded Center for Employment Training (CET) expansion in Research Triangle Park, North Carolina. CET is another hold-over from the late 60s (that, like Inner City, Inc., also got its start as an Opportunities Industrialization Center). I spent 10 years as director/dean/principal of this accredited program which helped adults and older youth get the training and education needed for placement into related jobs.

I also served on two local workforce development boards and youth councils during that time. Since then, I have held several roles in private and public-sector higher education, and talent and workforce development, in central North Carolina — including seven years managing a Department of Defense/Defense Base Realignment and Closure (DoD/BRAC) workforce demonstration program — resulting in my current position at Fayetteville State University, where I am also a doctoral candidate.

What do you value most about your NAWDP membership?

For the first two decades of my professional career in workforce and economic development, education, and community affairs, there was no professional membership organization that truly represented me or my work niche. The then known ASTD, and the National Career Development Association, were just not doing the trick.

However, once I discovered NAWDP back in 1993, when it was known as Partnership for Training and Employment Careers, I immediately joined. It matched and complemented well the multifaceted realm of, and career in, workforce and human capital development.

In addition to my CWDP, what I value most about the NAWDP is the exchange of cutting-edge information and knowledge via the newsletter and conferences. It is also a great vehicle for professional networking and collaboration. I feel as though I, and the wide-ranging field, have grown and matured along with the NAWDP as they have helped to advance the entire profession. I try to take advantage of these opportunities as much as possible, and other members and readers should, too.

Why did you apply for your CWDP?

I have been a Certified Workforce Development Professional since 2004, and recently received the Management Services Endorsement as well. I applied because it is a nationally recognized credential that I have proudly included on my office walls, and signature lines, for years.

In a time where stacked and latticed certifications are increasingly taking the place of full degrees, it is nice to be able to have this one — plus the endorsements — just for ourselves, and for our employers and customers as well. It sends an important message of qualifications and quality, and goes hand-in-hand with necessary continued professional development and maintained subject-matter expert stature.

If you could give one piece of advice to a new workforce development professional, what would it be?

One word: Plastics. Seriously, my one piece of advice to workforce development practitioner is continuous development and improvement... of yourself. Take the advice you give to your customers and just do it, too. Take advantage of any, and all, opportunities for professional (and personal) growth whether via NAWDP or other entities. The work world is changing so fast that we must all keep learning — not just to keep pace, but to hopefully get out ahead of the curve. We must transform and re-invent ourselves — I call it ‘transisioning’ — to meet the new and future needs of employers, students, trainees, and employees. You will do yourself, and your clients, a big favor by investing in your own skills, knowledge, and abilities — including earning the CWDP. So, walk your talk. Si, se puede! (Yes, we can!)
New Surveys of Workforce Development Program Administrators and Participants Confirm that Supportive Services Must Supplement Skills Training

By: The Institute for Women’s Policy Research

Workforce professionals have long asserted that supportive services are necessary for success in job training, yet few studies examined which services were most needed or available for individuals facing personal challenges that might prevent them from enrolling in or completing their program. The Institute for Women’s Policy Research (IWPR) recently addressed this gap by undertaking two national, online surveys: one of 168 program administrators, and the other of nearly 1,900 program participants.

Whatever the location, size, participant demographics, or other characteristics of their program, virtually every administrator responding to the survey agreed that supportive services were critical to job training success. One administrator said, “[Providing support services] is a slog. It’s a lot of hard work. It costs a lot. But it’s essential if we’re going to do the work this society needs.” Only one in five administrators, however, thought their clients’ support needs were well met. Administrators most commonly attributed the shortfall in services to a lack of funding. Though 99 percent wanted to provide more supportive services, only 36 percent said they were likely to do so in the near future.

Certain challenges were seen as particularly likely to prevent participants from completing their program. Administrators most often identified trainees’ financial difficulties (59 percent) as an obstacle to completion, followed by inadequate child care (53 percent). Other commonly cited obstacles were work hours or scheduling conflicts (45 percent), family caregiving responsibilities (43 percent), personal or family health concerns (41 percent), or inadequate or unaffordable transportation (41 percent).

Administrators in programs serving mostly women identified many of the same reasons for noncompletion as those in programs serving mostly men, with a few differences. Those that served mostly women pointed to child care deficiencies significantly more often than those in majority-male programs (65 compared with 38 percent). Similarly, in programs that served predominantly men, substance abuse problems were much more commonly cited than in the majority-women programs (43 compared with 28 percent).

The surveys support the anecdotal evidence that supportive services make a difference. Sixty-two percent of administrators who said their trainees’ needs for support were met well reported high completion rates (80 percent or above), compared with just 30 percent who said their participants needs are not well met.

Individuals responding to the participant survey were more likely to complete their program and find a job if they had received supportive services. When controlling for a range of factors — including gender, race, age, education, marital status, number of children under 18, adult dependents, immigrant status, region in which training was completed, program setting, and ease or difficulty of participating in training — IWPR found that the probability that participants would complete their training increased by 11 percentage points for each additional supportive service received that addressed a particular challenge they faced.

The probability of finding a job after training increased by two percentage points for each support a participant received. Case management or career navigation was especially strongly associated with positive employment outcomes: when controlling for the same factors as above, the probability of finding a job after training was 26 percentage points higher for those who had a case manager who helped them access supportive services, compared with otherwise similar respondents who did not have a case manager who helped them access supports.

The administrators surveyed asserted that certain services had an especially important impact on participant success. Assistance with child care, transportation, and financial needs — including help finding and paying for housing — were identified as especially critical to program completion. One administrator described a trainee who was “living out of her car with two young children [when she] entered our 12-week full-time intensive program. Our partners got her child care and eventually housing. She completed the program and is an apprentice earning $28 per hour. She is continuing her education and will soon have her associate’s degree.”

Information for this article was derived from two reports from the Institute for Women’s Policy Research’s Job Training Success project: (1) “Supportive Services in Workforce Development Programs: Administrator Perspectives on Availability and Unmet Needs”; and (2) “Supports that Matter in Workforce Development Programs: A National Client Survey on Access to Services.” The reports and additional publications and resources are available at https://iwpr.org/issue/special-websites/job-training-success-project/.

The Institute for Women’s Policy Research conducts and communicates research to inspire public dialogue, shape policy, and improve the lives and opportunities of women of diverse backgrounds, circumstances, and experiences. The Institute works with policymakers, scholars, and public interest groups to design, execute, and disseminate research and to build a diverse network of individuals and organizations that conduct and use women-oriented policy research.
NAWDP Welcomes New Executive Director

In June, Diane Duff began her tenure as NAWDP’s new Executive Director. With nearly 30 years of experience in association management, policy advocacy, coalition building, communications and marketing, Diane will work with NAWDP’s leadership to improve the value and responsiveness of the organization’s membership programming; increase members’ opportunities for professional development and recognition; and expand the organization’s capacity to effectively communicate the impacts workforce development professionals have on their communities and the national economy.

Diane joins NAWDP after serving 11 years as the Executive Director of the Southern Governors’ Association, a bipartisan organization dedicated to supporting the Southern region’s 18 governors in their efforts to explore and constructively tackle a wide variety of policy issues. Throughout her tenure, workforce development issues dominated governors’ conversations, as well as the priorities of many corporate sponsors.

She has facilitated numerous bipartisan state and federal policy discussions between governors, federal officials and business leaders on topics ranging from aligning individuals’ skill sets with specific business needs; the correlation of declining labor participation rates with regional prevalence of diabetes, obesity, drug abuse and disability; and the roles universities and community colleges serve in meeting both existing and evolving local workforce demands.

“Today’s jobs require more specialized skill sets than ever before, particularly as businesses adopt advanced technologies to increase productivity,” said Duff. “That presents new challenges to efforts aimed at maintaining a qualified talent pipeline for those businesses, or on the flip side, connecting people looking for work with the right training or retraining they need to get on the path to employment in their community.”

After a full review of NAWDP’s existing programs and budget, and soliciting input from the organization’s members, Duff will be making short-, medium- and long-term recommendations for Board approval in August, all aimed at improving the organization’s internal and external facing programs, services and systems, as well as its financial performance.

“My goal is to ensure a great membership experience and grow NAWDP’s capacity to provide value,” said Duff. “That means being responsive, and efficiently delivering the right mix of programs and services based on what current and prospective members want and need to excel in this changing environment.”

NAWDP Board Chairman Kirkland J. Murray (Anne Arundel Workforce Development Corporation) thanked the members of the Search Committee, the Executive Committee and Interim Executive Director Mike Lawrence for their hard work in conducting a thorough search process.

“I’m confident we’ve found in Diane an executive with the right experience and perspective to help lead NAWDP into a new period of growth, and I look forward to working with her,” said Murray.

Welcome, Diane!
Beyond the Unemployment Rate: Meet the Out-of-Work

By: The Brookings Institution

Brookings Metro shows the diversity of jobless adults at the local level and offers strategies to connect them to employment.

A new report from the Brookings Institution Metropolitan Policy Program provides a first-ever view of adults ages 25 to 64 who are out-of-work in 130 large cities and counties across the U.S. It shows that despite a low national unemployment rate, millions of Americans still want or need work, and their profile varies greatly across different communities.

In “Meet the out-of-work: Local profiles of jobless adults and strategies to connect them to employment,” Martha Ross and Natalie Holmes show the differing circumstances and challenges facing out-of-work adults. The authors divide the out-of-work population into seven major groups based on factors such as educational attainment, age, work history, disability status, English language proficiency, and family status. Ross and Holmes then identify several evidence-based strategies that local officials can adopt to help these different groups prepare for and find jobs.

The report highlights three key findings:

- The out-of-work population can be segmented into seven major groups of similar individuals with shared challenges to employment. In the report, each of these groups is represented by two composite personas developed to put a face to out-of-work Americans.
  - Young, less-educated, and diverse (11 percent)
  - Less-educated prime-age people; many English language-learners (38 percent)
  - Diverse, less-educated, and eyeing retirement (6 percent)
  - Motivated and moderately educated younger people (14 percent)
  - Moderately educated older people (12 percent)
  - Highly educated and engaged younger people (9 percent)
  - Highly educated, high-income older people (11 percent)

- The seven groups distribute differently across places, reflecting how demographics and regional economic strength vary across the country.

“Headline statistics like the unemployment rate never tell the whole story,” said Martha Ross. “This analysis shines a light on how labor market challenges vary across places and groups of people. It can help local leaders better understand who in their community wants or needs work, and which strategies are best suited for connecting their diverse out-of-work residents to employment.”

The report is accompanied by an interactive website that allows users to explore local data. A companion analysis on the out-of-work population ages 18 to 24 across the 130 study jurisdictions is forthcoming.

[To read the full 48-page report, visit: https://www.brookings.edu/research/meet-the-out-of-work/.]

The Metropolitan Policy Program at Brookings delivers research and solutions to help metropolitan leaders build an advanced economy that works for all. To learn more, please visit www.brookings.edu/metro. Follow us on Twitter at www.twitter.com/brookingsmetro.

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Call for Proposals

NAWDP seeks proposals for workshops at its 2017 Youth Development Symposium.

**Deadline:** July 28, 2017

**Instructions:** [www.nawdp.org](http://www.nawdp.org)

(Click the large box for Youth Development Symposium)
5 Ways to Come Out from Under the Cloud

By: Mark Anthony Dyson

Underemployment is an epidemic in America. For many workers today, it feels like a punishment to receive such low pay after all the money and time poured into their educations. I don’t even think “underemployment” was a word in nineteen-eighty-whenever-that-was. Now, you’re handed an umbrella too small to cover your arms from the storm.

I had my own period of underemployment, and though it was partially my fault, no one told me how much damage it would do to my self-esteem. I used to tell my friends I wasn’t working instead of telling the truth. It was easier.

In a recent PayScale survey, 46 percent of respondents said they believed they were underemployed. Of those respondents, 76 percent said they felt underemployed because they were not using their education or training. While the Bureau of Labor Statistics does not measure underemployment because of “the difficulty of developing an objective set of criteria,” it is safe to say that underemployment is a serious social challenge doing harm to our economy.

If you see the dark clouds of underemployment gathering around you, it’s time to find shelter. Underemployment doesn’t have to last – especially if you’re open to change:

1. **Come Out from the Rain of Complacency**
   
   When it rains, most of us think “sleep, television, or Netflix and chill.” When you’re underemployed, it’s like rain on your career — and under the covers you go. Going to work simply to exist without looking ahead toward thriving is a good way to become underemployed.
   
   So-called “professional development” is often too comfortable. People are happy with the training, but they never face the application afterward. People who thrive in their careers step outside their comfort zones to develop skills and find new jobs.

2. **Find Shelter from the Storms of Personal Difficulties**
   
   Personal tragedies and difficulties can obscure your focus. The strongest among us can buckle under the pressure of work, depression, or the loss of a loved one. Even coping with people who get undeserved promotions ahead of us can be difficult.
   
   We can all be resilient – even when faced with emotional challenges that seem larger than they are. Friends are there if you let them be. I chose to let them in, and it motivated me to reach higher. You may have to allow friends to help where they can.

3. **Install Snow Tires to Plow Through the Blizzards of Rejection**
   
   The sting of rejection is the start of healing and progress. Too many of us build narratives around our emotions instead of gaining perspective on what they mean. Rejection can cloud your vision, but you don’t have to feel hopeless for long. Knowing why you’re getting rejected is the beginning of a new career perspective.
   
   I felt a double whammy when I was underemployed because it happened the same summer my girl broke off our relationship. The rejection became my incentive, and the sting eventually subsided.
of Underemployment

It helps to feel useful immediately after being rejected. If it’s skills you lack, volunteer work can help you shore up those skills. Five to ten hours a week of honing a skill can help you achieve great things. Joining volunteer boards is a major plus in terms of gaining expertise and adding credibility to your personal brand. Blogging is still a compelling and relevant way to add layers of credibility to your brand while finding the right opportunity.

4. Career Development Can Ward Off Dark Clouds on the Horizon

If you wait too long, you will lose steam and find yourself behind on your journey. Training is kind of like dog years: People who leverage new opportunities to learn can do in one year what takes seven years for those who ignore development.

Part of thinking critically is anticipating what could go right or wrong. It’s a learning process, but once you can see the storms coming, you can reconfigure your actions. You can’t close your eyes and hope for the best. It takes a little more critical thinking in today’s job market.

5. Prepare for Cloudy Days

Relying solely on job boards can be discouraging and counterproductive. You can be proud of clicking the “submit” button many times, but the wait is terrible. Even job leads from your network aren’t always the most reliable. The uncertainty of trying to advance in your career can be unbearable.

You don’t need to only prepare professionally for the job search. You also need to prepare mentally for the periods when your career seems to be slumping.

Sometimes, nothing will happen. It may feel like your actions are futile. There are little things you can do to make a difference. Can you add more career highlights to your LinkedIn profile? Are there career books you can read? Can you serve a family member or spouse? Is there someone you can help with a lead, referral, or recommendation?

For some people, underemployment is something they do to themselves. If they’re satisfied with that, it’s okay. Just as some people love walking in the rain, others would prefer to accept positions that give them peace of mind, no work to take home, and, perhaps, the chance to do something they enjoy.

But not everyone does. If you’re one of those people, start taking these five steps today to get out from under the cloud of underemployment.

Mark Anthony Dyson* is a career consultant, the host and producer of “The Voice of Job Seekers” podcast, and the founder of the blog by the same name. Twitter: @MarkADyson.

*This article first appeared in Recruiter.com and is reprinted with permission from the author following its initial one week run on the website.
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We look forward to discussing with you, business topics for the workforce development audience.

The fall 2017 webinar calendar is in development.