

This publication is provided jointly from the Local Workforce Investment Boards representing Maricopa County and the City of Phoenix.

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FACTS & FIGURES

Businesses take advantage of layoff aversion and & layoff assistance — In a 9 month period July to March 2010, 24 businesses took advantage of PWC's Rapid Response services, holding more than 30 events to assist more than 18,000 employees. Individuals receiving layoff notices were offered several workshops facilitated by PWC staff at their places of employment including: Resume Writing, Interviewing Skills, information on UI registration, Employment Information, Internet Skills and Job Search Skills. Also offered, by contractors, "You and Your Future", "Managing Your Finances During Difficult Times", "Discover Your Career Strengths and Develop Your Own Unique Brand" were also offered.



Additional information about PWC and MWC's Rapid Response program is available online at: [http://](http://www.maricopaworkforceconnection.com/business/cutsheets/2009-2010%20Cut%20Sheets/Rapid%20Response%20-%20Need%20Help.pdf)

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NEWS & MEDIA

KPNX's Jobs 911 segments feature job tips from MWC Trainer — Maricopa Workforce Connections' Training Specialist, Justin Jones, participated in a KPNX panel to provide professional job search assistance to a series of job seekers with unique situations. Two of these segments are available online:

Job hunting: Boomers face challenges — <http://www.azcentral.com/video/#!/News/Job%20hunting%3A%20Boomers%20face%20challenges/40280768001/35150280001/75910737001>

Job hunt for veteran workers — <http://www.azcentral.com/video/#!/Job%20hunt%20for%20veteran%20workers/74370517001>

KPHO—Fighting long-term unemployment tough in AZ — Excerpt from reporter Sarah Buduson's accompanying online article (April 8, 2010) "In Maricopa County, trainers at the county's job training centers, Maricopa Workforce Connections said the ranks of the long-term unemployed have swelled during the last year. "Anywhere from six months to a year would be the norm," said Jennifer Brito about how long workers say unemployed in the Valley. Brito is a training specialist at Maricopa Workforce Connections and teaches unemployed workers how to update their job searching skills. "Quite honestly," she said, "It is tough out there." The video of this news segment may be viewed online at: <http://www.kpho.com/video/23097879/>



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*Collaboratively providing workforce
solutions to businesses and
individuals throughout
Maricopa County.*

PARTNER ITEMS

Goodwill's green industry emphasis — Under the leadership of Larry Stevenson, Coordinator for Goodwill's Youth MWC program, Goodwill is getting involved in the green movement to ensure its clients are employable in the new workforce. Stevenson and his staff brought 9 youth participants ranging from 18-24 years to the Greenbuild Conference in Nov. 2009. Since then the 9 youth have become certified as Green Specialists, as well as several Goodwill staff. Certification was made possible via a relationship with Becoming Green Inc. that provided training, and testing in conjunction with the Green Build Conference. "Because of the training and certification our youth participants receive, they are positioned to be the consultants, advisors, officers and/or technicians in high-growth areas where the jobs will be abundant," Stevenson stated.



Aspire partner, JAG, helps teens at Compadre High School — Throughout the 2008-09 school year, Jobs for Arizona's Graduates (JAG) partnered with the TAPP (Adolescent Pregnancy and Parenting Program) at Compadre H.S. to provide work readiness training and case management through the Aspire Youth WIA program to qualified students.



EVENTS & OPPORTUNITIES

2010 WIA Summer Youth Employment Programs — The City of Phoenix and Maricopa County are again offering Summer Youth Employment Programs to benefit local employers and youth ages 14 to 24 years. The program provides opportunities for local businesses to help develop the future workforce by employing and educating youth during up to 200 hours of work experience paid for by MWC and PWC. In addition, the youth may provide needed human resources for summer projects and regular workflow. Participating youth will receive work readiness training prior to being matched with an employer. The specialized training will include how to prepare a resume, complete online applications, research career opportunities and industry trends; and how to prepare for a job interview. Youth would be eligible to receive pay for up to 200 hours of work experience.

Additional information about the programs may be found online at the following links:

Maricopa Workforce Connections

<http://www.maricopaworkforceconnection.com/Youth/SYEP/>

Phoenix Workforce Connection

<http://phoenix.gov/econdev/phxwc/youth/index.html>



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PWC board member carries message to D.C. —

Phoenix Workforce Connection Board Vice-Chair Julie Armstrong attended the annual The National Association of Workforce Boards Annual Conference, held March 6 – 19, 2010 in Washington, D.C. The theme for the conference was "Preparing a Competitive U.S. Workforce – Reflection, Reinvestment, and Recovery." Armstrong reported that the conference energized participants to continue working towards improving the workforce system and serving customers. Networking opportunities with other workforce agencies were prevalent. Yuma's Private Industry Council (YPIC) received a national award for their marketing efforts to stakeholders and the media regarding their activities. The message that workforce and economic development need to work closely together was a major thread of the conference. Another thread emphasized the need for the U.S. to be in a competitive mode because jobs are going globally...quickly.



Public television viewers benefit from segment featuring PWC services

— On March 25, 2010, PWC board members Julie Armstrong and Josie Martinez taped an *On the Issues* segment with Councilman Johnson from Phoenix's District 8 featuring the workforce services of Phoenix Workforce Connection. The *On the Issues* segment is currently airing on Phoenix Channel 11. Access the video by selecting the March 2010 video at the following link: <http://phoenix.gov/video/d&oti.html>.



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