

# The WorkPlace Mobilizer

»» Think it forward.

The WorkPlace  
Awarded \$300,000  
for Environmental  
Job Training



The WorkPlace received a \$300,000 award from the United States Environmental Protection Agency (EPA) for an Environmental Workforce Development and Job Training Grant. The Bridgeport Environmental Job Training Program will provide workers with skills and credentials in Brownfield remediation and solid waste management which includes residential and commercial building deconstruction.

We were selected from a competitive process, becoming one of only twenty-one organizations nationwide to receive funds through this initiative. The grant is for two years and will be implemented in three training cycles timed to coordinate with seasonal activities. The training program closely follows what employers shared with us in our labor market assessment and employer surveys.

Participants in the program will be recruited primarily from Bridgeport neighborhoods with significant rates of poverty. Funding will help ensure that employers have a trained, local workforce needed to revitalize contaminated properties. Additionally it will provide a foundation for unemployed workers to begin new careers protecting the environment. This is a great opportunity to provide a path to employment in the green workforce for our community members.

We look forward to continued collaboration with the city of Bridgeport and neighborhood community organizations throughout the region.

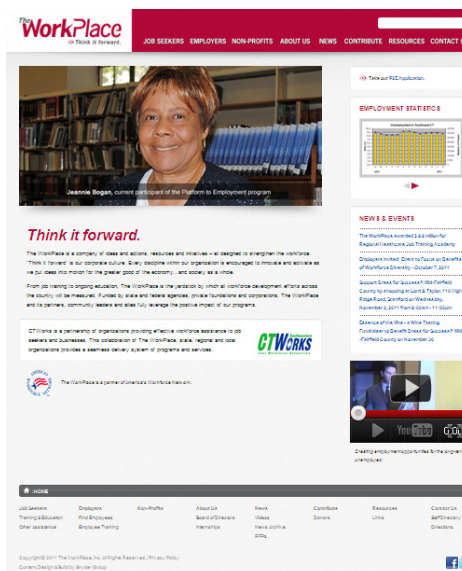


## The WorkPlace Launches New Logo and Website

On September 16 at our quarterly Board of Directors' meeting, The WorkPlace officially revealed its new company logo. The new logo represents the socially enterprising and entrepreneurial culture of the organization.

The WorkPlace's new logo:

- Reflects a renewed energy and commitment to move forward and be future-minded in every respect.
- Expresses our new attitude with a graphic forward-facing icon that communicates energy, action and direction.
- The Font is WorkPlace specific and unique to our organization.



Our new website at [www.workplace.org](http://www.workplace.org) gives job seekers, employers, contributors, and partners a faster, more personalized way to access information on WorkPlace programs and workforce trends. The redesign includes improvements to the functionality of the site, as well as new sections such as "Training & Education," "Employment Statistics" and videos.

The site showcases the new logo and branding strategy of The WorkPlace.

Additionally, you can now follow us on social media. From our homepage, friend us on Facebook and Twitter.

## The WorkPlace awarded \$ 9.9 million to create the HealthCareRx Academy

The WorkPlace was awarded more than \$4.8 million from the U.S. Department of Health and Human Services (HHS) and more than \$4.9 million from the U.S. Department of Labor (DOL). Both grants will create and support the Southwestern Connecticut Health CareRx Academy. The Academy is a regional partnership of hospitals, colleges, businesses, business groups, labor and numerous CBO's.

The Academy will address two major needs of the region: provide low income populations with core skills and supports to obtain employment and help ameliorate the workforce shortages projected to impact this industry.

The healthcare industry is the only economic sector in our region that has grown jobs every month throughout and since the Recession. The Academy will meet the significant need of local healthcare employers for new employees. The combination of grants creates a synergy that will enable the Academy to set grander and higher goals. The critical mass element creates cost savings that will enable us to serve more customers and do so with a holistic approach. The DOL funding is from the H-1B Technical Skills Training Grants and focuses on preparing the unemployed for employment opportunities that often go to foreign workers via H-1B visas. The HHS Health Profession Opportunity grant serves our regional

TANF customers with skills and supports needed to obtain employment and sustain themselves and their families.

The commitment of four years of funding creates a rare opportunity. Our partnership will invent, and implement innovative solutions to get people back to work. We believe the Academy will create a steady flow of workers prepared for future job opportunities and success. We are excited by the commitment of our many partners that will work with us on this project. Our most in need and the long term unemployed, especially 99er's, have reason to be hopeful. This initiative was built with an understanding of their unique needs and challenges.

## The WorkPlace Awarded \$299,670 To Serve Homeless Veterans

The WorkPlace received a grant award from the U.S Department of Labor, Veterans Employment and Training Service totaling \$299,670 to serve homeless veterans. We were selected from a competitive process, becoming one of only twenty-three organizations nationwide to receive funds through this initiative.

The Southwestern Connecticut Homeless Veterans Reintegration Project will provide services to chronically homeless male and female veterans referred by the Connecticut Veterans Administration (CT VA) Health Systems. Along with our partners, the CT Department of Labor, Office of Veterans Workforce Development, Columbus House, Inc., Career Resources and

Applied Behavioral Institute (ABRI) Homes for the Brave and Female Soldiers-Forgotten Heroes, we will provide an array of training and support services to help our Veterans find stable housing and enter the labor force. Services will include supported employment, job training, life management, housing counseling, employability skills training, psychosocial rehabilitation and substance abuse counseling.

We are grateful to the U.S. Department of Labor for this opportunity. We look forward to continued collaboration with our partners. My thanks to Representatives Jim Himes and Rosa DeLauro as well as Senator Blumenthal for their support of our region's veterans.

## Work & Learn: "Integrating Learning, Mentoring, and Work" Receives Innovation Award

On September 20th, the Work and Learn Program received the Gold Connecticut Quality Improvement Award Innovation Prize for workforce innovation. Work and Learn was designed to address the growing number of disadvantaged youth struggling in school and seeking employment.

Work & Learn: "Integrating Learning, Mentoring, and Work" is an innovative solution that captivates youth, immerses them in learning, and delivers outstanding results.

The Work & Learn model is helping young people aged 14 to 25 make the successful transition from high school to skilled jobs, college, or vocational studies. This break-through initiative provides opportunities to Stamford youth at high risk for gang activity or homelessness, as well as young people who are in foster care. The WorkPlace and Trafigura have a unique partnership in that the company not only has made a large financial investment in the program, but employees from the Trafigura corporate office in Stamford are involved as volunteers and mentors, providing the guidance and support that students need and unfortunately too often do not receive.

## The WorkPlace Mobilizer

Workforce development highlights from  
The WorkPlace

Editor / Melanie Blanco

Contributors / WorkPlace staff and partners

If you have a story you'd like to share, call (203) 610-8562.

Visit us online at [www.workplace.org](http://www.workplace.org)

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**The WorkPlace**

## Platform to Employment (P2E) Update

# Platform to Employment

### »» A WorkPlace Opportunity.

Platform to Employment (P2E) is a subsidized employment program to assist 99ers, those that have exhausted unemployment insurance benefits, to reclaim jobs and re-enter the workforce. P2E will serve one hundred individuals during a pilot program this Fall.

P2E has three phases; the first is an intensive five week career development training program which is designed to prepare individuals to better understand and meet both the needs and expectations of employers in today's economy. Additionally, with the implementation of an employee assistance program, P2E participants can address social and behavioral issues which often affect those that are long term unemployed. The second phase places participants in an eight week subsidized employment engagement (paid internship) where they can demonstrate their skills while giving employers time to evaluate them. Upon successful completion of the internship, individuals will be offered full-time employment. This is phase three.

Currently, there are sixty individuals enrolled in P2E. Several have advanced beyond the phase of the program and six individuals have secured subsidized employment with eleven others engaged in first and second round interviews. There are some good corporate citizens willing to give 99ers an opportunity. P2E participants are focused, committed and work ready.

### A Letter of Appreciation from a P2E Participant

*I want to thank you so much for having me in your P2E program. It was only my first day and I am so excited about it.*

*This might sound "corny" but I feel as though someone waved a magic wand and is transferring me to the "land of help."*

*I can tell that everyone at The Workplace really wants to help people in my situation and others find work. Having a job and career can really alter someone's self esteem and change their whole world just like losing a job can.*

*Sincerely,  
Joanne M.*

## UPCOMING EVENTS

### Supporting Our Heroes: A Veterans Appreciation and Resource Event

Tuesday, November 15, 2011, 9:00 am - 1:00 pm  
City Hall Annex, 999 Broad Street, Bridgeport, CT  
Open to Veterans. No fee to attend.

Hosted by: The WorkPlace, City of Bridgeport, CTDOL and CTDOL Veterans' Workforce Development

### Dress for Success® Mid-Fairfield County Essence of the Vine - Wine Tasting and Silent Auction

Wednesday, November 30, 2011, 6:00 - 8:00 pm  
Diageo, 801 Main Avenue, Norwalk, CT

\$35 per person. Ticket holders must be 21 years old or older.

To order tickets, call (203) 610-8570 or visit [www.dressforsuccess.org/midfairfieldcounty](http://www.dressforsuccess.org/midfairfieldcounty)  
Sponsored by: The WorkPlace and Diageo

### The WorkPlace Board of Directors' Meeting

Friday, December 16, 2011, 8:15 - 9:30 am

Bridgeport Holiday Inn, 1070 Main Street, Bridgeport, CT

All are welcome to attend. Please RSVP to Lauren Kelman at (203) 610-8580