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NAWDP Advantage

National Association of Workforce Development Professionals

September is Workforce Development Month!

September is Workforce Development Month! Did you know NAWDP created Workforce Development Month in 2005 to raise awareness about the importance of our industry to a growing national economy?

Over the years the recognition month has gained traction and this year the U.S. Senate passed a resolution declaring September 2021 as Workforce Development Month. Numerous other organizations celebrate the month as well.

NAWDP is still working to advocate for workforce development professionals through our Advocacy Taskforce and to assist you in sharing your story. Members can utilize the [Advocacy Toolkit](#) for suggestions on how you can bring attention to workforce development all the way down to the local level. Or, you can participate in our [Share Your Story](#) campaign. This is a way that NAWDP can collect the stories from your communities that share information

ranging from an innovative new approach to providing services to the success of a customer through a workforce program. NAWDP will use these stories to advocate for workforce development.

Throughout the month NAWDP will not only be recognizing the impact of workforce development, but also the impact you make as workforce development profes-

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Program offers IT training to those in substance abuse recovery

The dilemma: How to design a computer technology training program that will not only position graduates to obtain entry-level jobs in one of the top 10 tech cities in the world but also be appropriate for adult learners who are in early recovery from a substance use disorder—and fit that training into just 5 months.

Since 2010, Access to Recovery (ATR) has provided recovery support services to nearly 30,000 people in recovery across Massachusetts. ATR offers a menu of services that range

from providing participants with basic needs to covering the cost of rent in certified sober homes. What makes ATR unique in the world of recovery is the focus on employment as a tool to enhance and sustain recovery. Offering a variety of support services and job training programs that span vastly diverse industries, ATR looks for training programs that are brief and offer stackable credentials in growth industries that are open to hiring individu-

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A Letter from Melissa Robbins, NAWDP CEO

Happy Workforce Development Month! I'd like to start off thanking each and every one of you for your dedication to the workforce development industry. You have a significant impact on the workforce and more importantly each individual customer you serve. As funding levels for recovery from the COVID-19 pandemic are still underway, it is more important than ever that everyone in workforce development show our worth and encourage investment in our industry.

Please take some time to review the [NAWDP Advocacy Toolkit](#) to give you some ideas

on how you can advocate for workforce development, not only this September for Workforce Development Month, but throughout the year. I also want to point out that advocacy efforts can range from the local level all the way up to the national level and every connection you make with decision makers counts.

I also want to recognize our Workforce Heroes for 2021. These heroes were nominated by fellow workforce development professionals and will be recognized throughout the month on NAWDP's social media and on our website. Please



Melissa Robbins

take some time to thank these workforce heroes for their contributions to the industry.

As always, THANK YOU for all the work you do every day to support job seekers in your communities. We continue to work to support you.



Member Profile Mark Simmons

to help them in securing suitable as well as meaningful careers.

How did you get started in Workforce Development?

While serving in the military I had the opportunity to be detailed out as a recruiter for three years. During this time, I quickly learned I had a passion for helping people in changing their lives.

Upon retiring from the military I knew I wanted to continue helping people, although I did not know in what capaci-

ty. That's until I crossed paths with DVOP William "Bill" Spindler who informed me about a recent job posting for a DVOP position. I must say at the time I was unaware of the duties of a DVOP, but after researching the position I knew this was the position for me as well as my calling.

Five years later, I am still blessed to be doing a job I am so passionate about. Which is not only helping people change their lives, but also enabling them to change their family's

Mark Simmons is a Disabled Veterans Outreach Program (DVOP) Specialist with the Colorado Department of Labor and Employment (CDLE). In short, Simmons assists veterans and eligible spouses with significant barriers to employment, providing them with various intensive employment services

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UPCOMING EVENTS

SEPTEMBER

2021 Youth Development Symposium
Award Nomination Period Opens
[Submit Your Nomination](#)

SEPT. 15

SEPT. 15

2021 Youth Development Symposium
Workshop Session Proposal Deadline
[Submit Your Proposal](#)

From Manager to Coach -
Why It Matters!

1:00 PM Central Time, [Register Now](#)

SEPT. 23

SEPT. 29

Rising this Fall: Equipping Staff + Job Seekers
for the Coming SLAM (FREE Webinar)
1:00 PM Central Time, [Register Now](#)

Building Essential Skills for Job Seekers
Virtual Academy Registration Closes
[Register Now](#)

SEPT. 29

SEPT. 30

Manager to Coach:
Advanced Skills

1:00 PM Central Time, [Register Now](#)

2021 Youth Development Symposium
Early Bird Registration Open
[Register Now](#)

SEPT. 1-30

SEPT. 1-30

National Workforce Development
Month
[Join the Celebration](#)

New CWDPs Announced

The National Association of Workforce Development Professionals is pleased to announce the workforce professionals who have successfully earned their Certified Workforce Development Professional (CWDP) credential in July. [Click here](#) to view a full list of CWDP's.

Name	State	Name	State
Dawn James-Taylor	VA	Thomas Rodriguez	MA
William Martin	VA	Tara Stevenson	WI
Cheryl Olson	NV	Rachel Turner-Bensen	WA
Kara Fritz	MD	Crystal Volmar	CO
Kisha Norman	NC	Erica Davis	MO
Daniel McGrew	FL	Jason Papanikolas	WV
Orathai Corey	CO	Melina Lopez	IL
Victoria Thomas	CO	Scott Murakami	HI
Antoine Ensley	NC	Samantha Mooney	CO

The CWDP is a nationally recognized credential for individuals who have demonstrated they have the skills and competencies required for success in the workforce development industry. The CWDP designation is valid for three years from the date of award. More information about the CWDP can be found at www.nawdp.org.



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Pre-Con Sessions Announced for 2021 Youth Symposium

Three sessions have been chosen for 2021 Youth Development Symposium pre-conference workshops: 5 Power Strategies to Help Youth Start Careers with Elisabeth Sanders-Park; Taking a Closer Look at Influencing Youth Engagement Through Motivational Interviewing, Empathy, and Action with Curtis Campogni; and Creating & Becoming 21st Century Workforce Development Leaders with Walter Simmons.

[Click here](#) to read full descriptions of the sessions and to register for the 2021 Youth Development Symposium.

WORKFORCE CHATTER

Manufacturing is much more digital on an industry level than an occupational level, with 38% of all postings within the industry calling for at least one digital skill.
-Emsi Burning Glass

97% of surveyed administrators indicated that supportive services are important for retention and completion of job training.
-Institute for Women's Policy Research

Join in on Adult Education and Family Literacy Week Events

Do you want to help bring visibility and funding to Adult Education and Family Literacy? Our friends at COABE has coordinated a massive effort during National Adult Education and Family Literacy Week (AEFL Week) September 19-25, 2021. You can [view the schedule of events here](#). At a glance, it includes daily recognition events for officials that have supported Adult Education; from a mayor (Houston) to two governors (Arizona and Pennsylvania), and two senators (Alaska and Ohio).

Meanwhile, state association leaders from across the country will be meeting with governors and members of Congress throughout the week, leading advocacy efforts for your state!

Additionally, during AEFL Week COABE will hold a [panel discussion](#) on the value of workforce and literacy coming together, as well as the need for good statistical data. This panel discussion will

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Tools & Resources

Trauma-Informed Recruiting and Retention Resources

This tip sheet addresses one of the main reasons that participants disengage from apprenticeship programs: the behavior effects of past or present trauma. By implementing trauma-informed care (TIC) practices, YARG grantees can better mitigate the effects of Adverse Childhood Experiences (ACEs), thereby supporting recovery from trauma and motivating a higher level of commitment to career path goals.

This resource provides guidance on the shift to a trauma-informed model and suggests some basic practices for developing a trauma-informed approach to apprenticeships.

[Click here](#) to access these resources.

The Essentials

TEGL 25-20, Change 1 - Announces an increased amount of funding availability of up to \$90 million for the CAREER (Comprehensive and Accessible Reemployment through Equitable Employment Recovery) National Dislocated Worker Grants (DWGs), with award amounts of up to \$3 million. Otherwise, the content in TEGL 25-20 remains the same.

[READ MORE](#)

TEN 05-21 - To advise States of the availability of an Operations Checklist, developed by the Employment and Training Administration (ETA), for use by States to ensure they have systems and procedures in place to properly administer the Mixed Earners Unemployment Compensation (MEUC) program enacted in Section 261 of the Continued Assistance for Unemployed Workers Act (Continued Assistance Act).

[READ MORE](#)



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free, online resources for career exploration & job search

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way of life.

What do you value most about your NAWDP membership?

The thing I value most about my NAWDP membership is being able to attend the NAWDP Conferences. Where I enjoy connecting with other like-minded Workforce Professionals who have a common interest such as myself helping individuals in getting back into the workforce, while discussing the latest trends in our profession.

What do you like to do for fun or what is a unique fact about you?

I had the distinct pleasure of being selected as The American Legion National Award winner for Outstanding Disabled Veterans Outreach Program (DVOP) Specialist of the year.

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include senior executives from IBM, the National Governors Association, the US Chamber of Commerce, Strada Education, and the Barbara Bush Foundation. At the close of the week, COABE will hold a virtual job fair for adult learners who are interested in getting a job at Amazon, the world's largest employer. Amazon is hiring 100,000 jobs and looking to COABE as one of their talent pipelines. We encourage you to have your adult learners attend the virtual job fair or perhaps show the webinar at your local program to increase engagement. Please do know that while all of this is free, you do need to register in advance to participate.

While all of this is taking place, COABE will share daily via social media the beautiful success stories which have been collected through the award-winning Educate and Elevate campaign. The social media campaign will include short videos that many members in the field have sent in.

You can also participate in a Twitter storm if you are on social media (which is a great way to connect with legislators!), or you can send an email to all of your legislators.

NAWDP urges you to mark your calendar and set aside time to join COABE in at least some of these efforts during these pandemic-stricken times when the field so desperately needs visibility and funding! Together we are the voice of Adult Education!

Building Essential Skills for Job Seekers Virtual Academy

with

MaryAnn Lawrence

October 4th-6th, 2021



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als with a history of involvement in the criminal justice system.

ATR's approach to job training has long been driven by the concept of "designing from the margins." That is the belief that if you focus on the needs of the most marginalized participant, your program will evolve to meet the needs of all participants. It was with this in mind that ATR and [Benjamin Franklin Institute of Technology \(BFIT\)](#) partnered this year to offer robust computer technology training to people in early recovery from substance use disorders.

As the U.S. workforce had moved from largely in-person to largely remote thanks to the pandemic, IT training feels particularly pertinent. Jumping on this

chance, BFIT and ATR worked together to adapt the curriculum to include best practices for people in recovery. The original curriculum was condensed from being a part of a traditional two-year associate degree program to a 40-hours-a-week, 20-week time frame that would fit in the bounds of a six-month program. The adjustment allowed ATR participants to complete the program in a much shorter window and the schedule gave participants a better feel for an authentic work week.

The program was broken into three parts: Introduction to Computer Basics, which exposes participants to the fundamentals of computer technology and incorporates professional "soft skills", and Advanced Computer Technology Certificate Levels 1

and 2, which includes the Google IT Support Professional Certificate and CompTIA A+ Core 1 and 2 and Linux+ certifications.

Each participant received a laptop, WiFi hotspot, and accessories to ensure that accessibility would not be a barrier to the successful completion of the training program. In addition, in the interest of motivating individuals and encouraging their buy-in, ATR provided work-study benefits and used contingency management, a treatment approach that reinforces and rewards positive behaviors.

Peer-to-peer support played a unique role in this program. Participants with similar backgrounds and time spent in recovery held each other accountable

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and offered each other tutoring and or companionship while studying for final exams. Full support came from ATR's care coordinators, who act essentially as case managers in helping participants navigate our program. In the context of the computer tech training, they worked closely with BFIT staff to address any issues that arose.

Six participants—four men and two women—graduated from the program, each achieving or reassessing his or her own goals. Four students are either beginning or continuing coursework for an associate degree, something that is now that much closer to reality as a result of their completing the BFIT-ATR collaborative computer technology course. Two passed all industry certifications included in the program.

Some participants struggled with different elements of the program—one with Linux, another with Java—but committed to learning them fully by signing up for tutoring this summer. One is taking additional summer courses to advance more quickly toward a degree, as well as reattempting the IT certifications she did not pass. Several program participants have found jobs for the summer; one is using the time to adjust to living in a sober house. One participant arrived with no college experience and suffered several unexpected setbacks during the 20 weeks, yet as a result of completing the program, he was inspired to apply to enroll in a BFIT program and has already secured a scholarship to do so through Boston's Neighborhood Jobs Trust.

The collaborative program also allowed participants to learn or practice important skills that have nothing to do with computer technology, such as applying for financial aid, long-term planning, decision making, and advocacy for self and others.

For more information about Access to Recovery visit: www.ma-atr.org. If you would like to learn more about ATR's job training services, contact Casey Tiefenwerth at ctiefenwerth@ahpnet.com.

NAWDP is gathering success stories like this one. We want to hear what you are doing in your communities and how your programs are contributing to the success of your customers. Submit your success story [here](#).

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signals on the job seekers and employers you serve in your local communities. We asked for your nominations of the workforce heroes you know in your communities. As you may have seen, we've been featuring these workforce heroes on our social media and will continue to do so throughout the month. Please take some time to congratulate these heroes for the work they do.

NAWDP has also launched our new online community NAWDP CONNECT Online this month to give members the opportunity to network and share ideas and information online. Sign in to NAWDP's website to access the online community and connect to other workforce development professionals. Take a minute to share your photos or articles about what your organization is doing for Workforce Development Month or join in on one of the Community Forums to share your knowledge. If you need help, review our [Tips & Tricks](#) or [Contact NAWDP](#).

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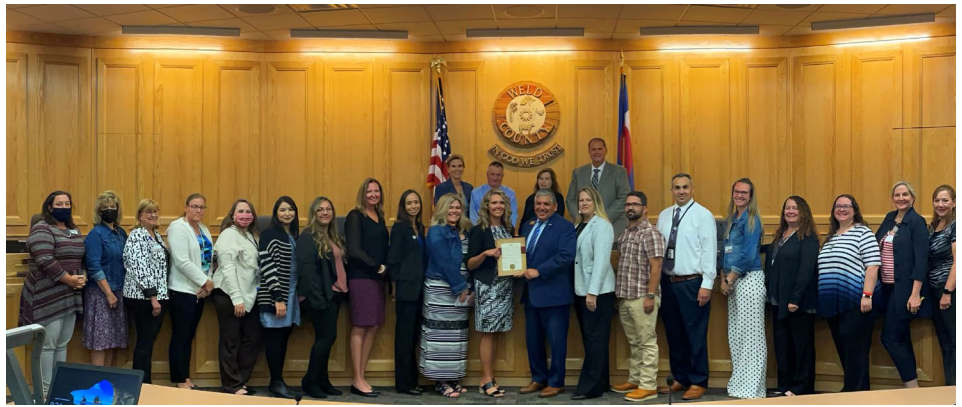
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Weld County declares September Workforce Development Month

WELD COUNTY, CO – The Board of Weld County Commissioners (BOCC) have proclaimed September National Workforce Development Month to reaffirm its support of Employment Services of Weld County (ESWC), the Colorado Department of Labor and Employment, and the Colorado Workforce Development Council, educators, businesses and economic developers in workforce development efforts.



The BOCC was joined by ESWC staff and members of the Weld County Workforce Development Board representing different businesses in Weld County.

“We really want to keep ESWC at the forefront of everybody’s mind as we are aware many employers are looking for the opportunity to expand and attract talent to support their workforce and many others are seeking employment. ESWC’s hard work and dedication provides vital

services that help thousands of people find satisfying employment, economic security and self-sufficiency,” said Tami Grant, Department of Human Services Deputy Director.

ESWC is a comprehensive workforce center, which connects residents to resources

for employment, education and training services. Skilled staff provide a wide variety of services, including labor exchange, job referrals, skills assessment, eligibility screening for career counseling and training pro-

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TURN AROUND TROUBLED TIMES WITH NEW WORKFORCE SKILL SETS!

These are some of the most challenging times in history to be in the workforce development field. The pressures of a disrupted economy, the devastation of the virus, increasing numbers of people who are homeless and many other troubling forces are making our work more difficult than ever. Many of our old workforce skills are no match for these challenges. We need new workforce skill sets and that is why the California Workforce Association is sponsoring a series of three webinars with Larry Robbin, Executive Director of Robbin and Associates. These webinars will equip you with the mind set and tools you need to turn things around in these troubled times. No matter what type of program you are with or what type of job seekers you serve, if you want new ways to get better outcomes don't miss these ideas packed sessions!

ARE YOU WORKING TO BURNOUT OR WORKING TO WELLNESS?

HOW TO REDUCE STRESS, ANXIETY AND BURNOUT IN WORKFORCE DEVELOPMENT PROGRAMS!

October 19, 2021 from 10:30am-12:30pm PST

FROM THE STREETS TO THE WORKPLACE!

HOW TO HELP PEOPLE WHO ARE HOMELESS BECOME EMPLOYED!

November 17, 2021 from 10:30am-12:30pm PST

YOU CAN BE A CHANGE AGENT!

HOW TO HELP PEOPLE INCREASE THEIR EMPLOYMENT MOTIVATION

December 14, 2021 from 10:30am-12:30pm PST

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grams. Since the COVID-19 pandemic, ESWC has seen an increase of over 200% for individuals utilizing basic career services such as accessing tools and technology to conduct an effective job search and workshops. During the 2020 program year, more than 19,800 residents received these services.

ESWC also aims to make meaningful connections between Weld County employers and those seeking for employment to include hosting job fairs and developing customized recruitment strategies to meet individual business needs. The business services team validates and approves Weld County job postings in the State's Connecting Col-

orado job database. During the 2020-program year, Weld County employers posted over 15,000 jobs.

"The Weld County Workforce Development Board is a three-time, high performing Workforce Board and has applied for a fourth consecutive year. Not many boards have received this distinguished honor and no other boards have received designation for three consecutive years," said Perry Buck, Commissioner Coordinator for Department of Human Services.

The Weld County Workforce Development Board is responsible for identifying regional workforce development needs and creating comprehensive strategies designed to meet those needs while considering the region's economic development

priorities.

"The ESWC team is stellar," said Lisa Taylor, Executive Director, Immigrant and Refugee Center of Northern Colorado and Weld County Workforce Board member. "They are creative and innovative, and we have relied heavily on our partnership with ESWC to think through how we can best serve our residents, make sure they get meaningful employment and retain those jobs and opportunities to reskill and upskill as the workforce changes."

To celebrate, ESWC will be hosting various job fairs and workshops throughout the month. For event dates and times, or more information about ESWC and The Workforce Development Board, please visit <https://www.eswc.org>.



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