

OPEN THE DOOR TO OPPORTUNITY. OPEN THE DOOR TO **WIN.**

A PROGRAM ADMINISTERED BY THE  
MISSISSIPPI DEVELOPMENT AUTHORITY

2001 ANNUAL REPORT



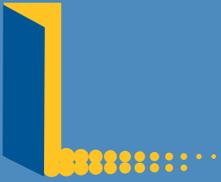
Presented by:  
State Administrative Entity for WIN in Mississippi

Mr. James R. Lott, Director  
Employment Training Division (ETD)  
Of the Mississippi Development Authority  
Post Office Box 24568  
Jackson, Mississippi 39225-4568  
Telephone: 601-359-9250

For a copy of the addendum to this report, contact ETD.

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## Governor's Letter

The 2001 Annual Report for the Workforce Investment Act in Mississippi appropriately details the progress and positive outcomes that have been realized in this past year. Since its inception in 1998, the Workforce Investment Act has provided the framework for the

Workforce Investment Network, or 'WIN' in Mississippi.



In Mississippi, we know that workforce development is economic development. Through our WIN program, we have helped shape our state's workforce into one that is filled with well-trained, qualified workers. A highly qualified, productive

and available workforce is a major attraction for businesses and industries considering expansions or new locations in Mississippi.

We will continue to focus on attracting new companies to Mississippi and helping our existing businesses expand and prosper. The WIN in Mississippi has proven to be a vital tool and initiative in these efforts and our Advantage Mississippi program.

One very important reason for our success with our WIN program is the participation at the local level

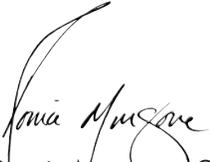
among elected officials, business leaders and our state agency partners. This collaboration, working in conjunction with the State Workforce Investment Board, the Local Workforce Investment Areas and Boards, has produced a sound plan that ensures the needs of businesses and job seekers are met through tailored solutions designed to enhance local workforce development and economic growth.

As evidenced in this report, the Program year 2001, was a year filled with positive values and outcomes. WIN in Mississippi is off to an excellent start and its future is full of potential.

In the coming year, I pledge my support and commitment to the WIN in Mississippi partners who are dedicated to maximizing all available resources for training, retraining and education.

The WIN in Mississippi Program is a stakeholder in Mississippi's economic growth, and through this growth, we can improve the lives of all our citizens throughout the state.

Sincerely,

  
Ronnie Musgrove, Governor

## WIA and WIN: An Overview

The Workforce Investment Network, WIN in Mississippi, provides convenient, one-stop employment and training services to businesses and job seekers.

WIN combines federal, state and community workforce programs and services and makes them easily accessible at on-site WIN Job Centers or through on-line electronic sites.

Businesses and job seekers agree that WIN really works! It is a customer-friendly system of services that really does Bring People and Jobs Together.

The framework for WIN in Mississippi was established by the Workforce Investment Act of 1998 (WIA). The Employment Training Division of the Mississippi Development Authority (MDA) administers WIA in Mississippi. It consists of locally designed and managed systems that provide customer choice and convenient access to services and program information for both the business customer seeking qualified workers and the job seekers as well.

There are six local Workforce Investment Areas (WIAs) in the state established by the Governor that receive MDA grants to administer various local programs. Each

area's local elected officials appoint a Workforce Investment Board comprised of local business and public sector representatives. This board and local elected officials are responsible for designing local WIN programs to meet the needs of the community.

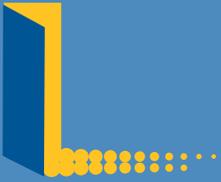
During this year of Forward Progress, (July 1, 2001 through June 30, 2002), objectives set forth in the first year of implementation have been met and, in many cases, surpassed.

During the course of the past year, the vision for workforce development created by the Governor's State Workforce Investment Board has served as a road map for the program.

The local area boards continue to develop plans that address local needs, and remain consistent with the Governor's overall vision for workforce development. The Memorandums of Understanding created by the local partners outlining each entity's commitment to success have been underwritten and remain the focal point of the overall mission of the local levels.



Across the state, local elected officials in the six local areas have devoted much time to establishing a network of one-stop or WIN Job Centers, where customers, both businesses and job seekers, receive a menu of services delivered to them via one convenient location. WIN Job Centers have been remodeled, additional equipment purchased, and more staff trained. Now after two complete years in existence, over 60 full-service or affiliate WIN Job Centers are operating in Mississippi.



## State Workforce Investment Board



The State Workforce Investment Board is a vital part of the WIN in Mississippi system. The Board membership represents the diverse population of the state, with the Chairman of the Board and a majority of the members representing both large and small businesses.

Other members include representatives of labor, education, local government and community leaders. This dedicated group of individuals assists the Governor in meeting his federally mandated responsibilities under

the Workforce Investment Act and ensures that the vision for an effective workforce development system is realized.

The following is a list of State Board members that served July 1, 2001 through June 30, 2002, and their area of representation.

**Chairman:**

Mr. George Schloegel (SWIB Chairman)  
President & CEO  
Hancock Bank  
Gulfport, Mississippi

**Governor's Office:**

Vacant

**Mississippi Association of Supervisors:**

Mr. Joel Yelverton  
Assistant Executive Director  
Mississippi Association of Supervisors  
Jackson, Mississippi

**Organized Labor:**

Mr. Bobby Alexander  
120 Waterwood  
Brandon, Mississippi

Mr. Mark Scott  
Project Director/IAM Cares  
Pascagoula, Mississippi

**Mississippi Employment Security Commission:**

Mr. Curt Thompson  
Executive Director/Mississippi Employment  
Security Commission  
Jackson, Mississippi

**Mississippi Department of Rehabilitation Services:**

Mr. H. S. McMillan  
Executive Director  
Department of Rehabilitation Services  
Jackson, Mississippi

**Mississippi State Department of Education:**

Dr. Henry L. Johnson  
State Superintendent  
Mississippi Department of Education  
Jackson, Mississippi

**Mississippi Development Authority:**

Mr. Robert J. Rohrlack, Jr.  
Executive Director  
Mississippi Development Authority  
Jackson, Mississippi

**Institutions of Higher Learning:**

Dr. Thomas Layzell  
Commissioner  
Institutions of Higher Learning  
Jackson, Mississippi

**Mississippi Department of Human Services:**

Ms. Janice Broome Brooks  
Executive Director  
Department of Human Services  
Jackson, Mississippi

**State Board for Community and Junior Colleges:**

Dr. Wayne Stonecypher  
Executive Director  
State Board for Community  
and Junior Colleges  
Jackson, Mississippi

**Community Based Organizations:**

Vacant

**Private Business:**

Ms. Vivian Berryhill  
Chief Executive Officer  
The North Mississippi Herald  
Olive Branch, Mississippi

Mr. Joe Cochran  
1004 Meadowcrest Cove  
New Albany, MS

Mr. Charles Doty  
President/CEO  
Lextron Corporation  
Jackson, Mississippi

Mr. Frank Genzer, Jr.  
Principal  
Frank Genzer Architects  
Biloxi, Mississippi

Mr. Tom Gresham  
Chief Executive Officer  
Double Quick, Inc.  
Indianola, Mississippi

Ms. Margaret B. Hall  
Senior Commercial Loan Officer  
Alacom Finance  
Oxford, Mississippi

Mr. Michael Howard  
President  
Transformer Division  
Howard Industries  
Laurel, Mississippi

Mr. Larry V. Johnson  
Director  
Mississippi/Alabama Operations  
Delphi Packard Electric Systems  
Clinton, Mississippi

Mr. J. Barthell Joseph, Jr.  
President  
Reed Joseph International  
Greenville, Mississippi

Mr. Den Knecht  
Vice President  
Communications & Employee Services  
Northrop Grumman Ship Systems  
Pascagoula, Mississippi

Mr. Denotee Martin  
Martin Contractors  
New Albany, Mississippi

Mr. David McMillen  
General Manager  
HMC Technologies  
New Albany, Mississippi

Mrs. Paige Sessums  
Lena, Mississippi

Mr. Maurice Smith  
Regional Manager  
TVA Economic Development  
Tupelo, Mississippi

#### **State Workforce Development Council:**

Mr. George Walker  
Chairman  
State Workforce Development Council  
Clarksdale, Mississippi

#### **State and District Workforce Development Council:**

Mr. James H. Finley  
President & CEO  
Craft-Co  
Morton, Mississippi

Mr. Charles Holder  
Chief Executive Officer  
Hol-Mac Corporation  
Bay Springs, Mississippi

Mr. Michael D. Thomas  
Manager of Land,  
Government and Public Affairs  
Mississippi Lignite Mining Company  
Ackerman, Mississippi

#### **Mississippi Planning and Development Districts:**

Mr. F. Clarke Holmes  
Executive Director  
Central Mississippi Planning and  
Development District  
Jackson, Mississippi

#### **Local Elected Officials:**

Mr. Jimmie Smith  
Supervisor  
Lauderdale County  
Meridian, Mississippi

Mr. Larry W. Swales  
Supervisor  
Rankin County  
Brandon, Mississippi

#### **Business Executive and Veteran of U. S. Armed Forces:**

Mr. Donald Verucchi  
Manager of Maintenance Planning/Training  
International Paper  
Natchez, Mississippi

#### **State Legislature:**

Honorable Nickey R. Browning  
Mississippi State Senate  
Ecru, Mississippi

Honorable Herb Frierson  
Mississippi House of Representatives  
Poplarville, Mississippi

Honorable Timothy L. Johnson  
Mississippi State Senate  
Madison, Mississippi

Honorable Joe Warren  
Mississippi House of Representatives  
Mount Olive, Mississippi

#### **Migrant and Seasonal Farm Worker:**

Vacant

## The Governor's Support

Governor Musgrove remains an ardent supporter of the WIN in Mississippi program and is particularly proud of what has been accomplished in the relatively short history of WIN in Mississippi and its impact on our state's workforce.

The Governor's Office has tasked the Mississippi Development Authority to help create a climate favorable to business.



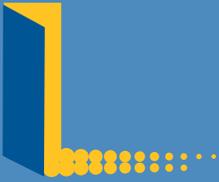
A climate that focuses on industries' needs. The programs and services of WIN in Mississippi and its network of WIN Job Centers are a positive value in this mission.

Through workforce investment programs, specialized training programs, improved education and quality business retention programs, we can create such a climate and be able to offer those business and industries a dynamic workforce.

WIN in Mississippi is helping to ensure our state has a skilled, well-prepared workforce to meet the needs of existing businesses, as well as the businesses and industries considering moving to Mississippi.

Everyone in the Governor's Office is committed to finding solutions to make WIN in Mississippi the linchpin of employment and training services in our state.

**WIN in Mississippi is helping to ensure our state has a skilled, well-prepared workforce to meet the needs of existing businesses as well as the businesses and industries considering moving to Mississippi.**



## Taking WIN To Market

During Program Year 2000, the Year of Implementation, the WIN brand was established along with pivotal marketing tools for overall awareness of the program, to include WIN in Mississippi and WIN Job Center logos, WIN collateral materials and a WIN graphic standards strategy.

Program Year 2001, became the Year of Forward Progress and an aggressive strategic marketing plan was adopted and conducted through out the state.

The Marketing Plan objective was to provide a foundation for establishing name recognition and awareness in an effort to build brand identity and drive customers to the WIN Job Centers for the employment services they provided.

On August 20, 2001, a major program launch was undertaken which was highlighted by a “fly around” by the Governor to key WIN Job Centers. Press related media coverage was augmented with a paid media plan that supported the overall marketing objectives for a twelve-month period.

The marketing objectives for Program Year 2001 included:

- Introduction of the WIN in Mississippi Program and its network of WIN Job Centers as a unified and user-friendly approach to workforce development in Mississippi.
- Position the WIN in Mississippi Program as a collaborative effort by state agencies, local elected officials and local business leaders.



- Establish brand awareness and name recognition of the WIN in Mississippi Program among identified targeted audiences through the use of an aggressive paid media plan; the message of which was the benefits and services delivered through the network of WIN Job Centers.

The paid media included outdoor billboards, radio commercials, black and white newspaper advertisements targeted to the job seeker and a series of black and white print advertisements targeted to businesses.

## WIN and MDA

MDA's recent innovation in workforce training involves programs made possible by the Workforce Investment Act of 1998, which provides the framework for the Workforce Investment Network, or WIN in Mississippi. In a collaborative effort, The Existing Industry and Business and the Employment Training Division work with the six local Workforce Investment Areas to provide existing industries and businesses with all types of employment services.

WIN combines federal, state and community workforce programs and services and makes them easily accessible at any one of the over 68 WIN Job Centers or through an on-line electronic site.

Training services are available to eligible people who can't find adequate employment through normal job search strategies. These job seekers may receive services directly linked to job opportunities in their local area. This assistance may include occupational skills training, on-the-job training, entrepreneurial training, skill upgrading, job readiness training, and adult education and literacy activities. Adult and dislocated worker training requires the use of Individual Training Account vouchers (ITAs) that allow customers to choose where they receive

training from a list of qualified providers. WIN Job Centers offer businesses free job postings, a large pool of available and skilled workers and information about and referral to on-the-job training programs that reduce the cost of training new employees. WIN also saves businesses time and money by recruiting and screening new candidates for employment.

When a company has to lay off employees because of a closing or downsizing, it is difficult for both the employer and the affected workers. The Mississippi Development Authority (MDA) has designed a system called Rapid Response to assist with a number of different programs. Rapid Response is an early intervention service that assists both businesses and employees affected by layoffs or plant

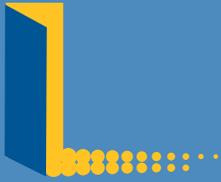


closures. It provides access to user-friendly resources and information to help transition affected workers into reemployment.

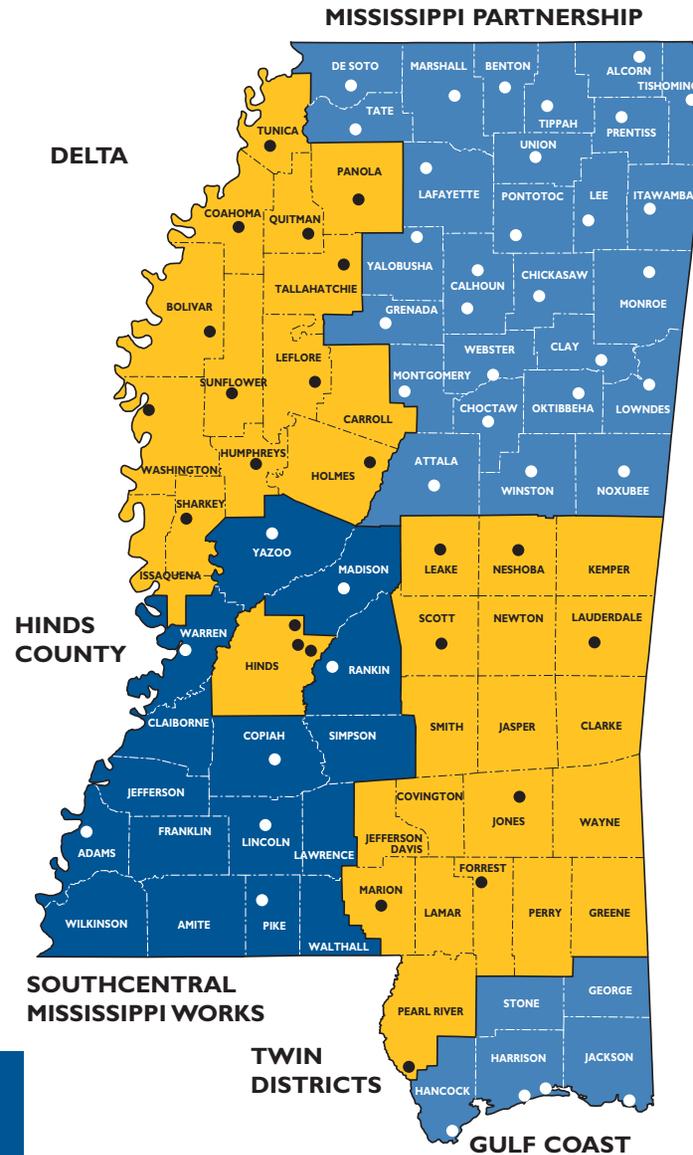
Staff of the MDA Employment Training Division leads the Rapid Response efforts. The first step is an on-site meeting with the employer to discuss resources and services available to help manage the layoff and to identify employees' specific needs. This meeting also includes union/employee representatives, if appropriate.

In partnership with the Governor's Office and the Mississippi Employment Security Commission, the Employment Training Division also sponsors a program of Job Fairs throughout the state. These Job Fairs link job seekers with businesses.

The Existing Industry and Business Division operates a Résumé Cross Match Service Program to assist Mississippi companies seeking qualified workers. It also administers the Mississippi Business Incubator Program, which maintains 13 business incubators that include more than 100 small businesses. The Business Incubator Program provides assistance to businesses and entrepreneurs in the form of shared facilities, centralized services and other incentives.



# Local Workforce Investment Areas and WIN Job Centers



**MAP KEY**

- WIN Job Centers

## HINDS COUNTY

Hinds County  
PO Box 686  
Jackson, MS 39201  
601-968-6502

### Job Centers:

Jackson  
420 East Woodrow Wilson Drive  
601-368-2900

Jackson  
1-55 North Frontage Road  
601-961-7931

Jackson  
1775 Wilson Boulevard  
601-502-1118

## DELTA

South Delta Planning & Development District  
PO Box 1776  
Greenville, MS 38702  
662-378-3831

### Job Centers:

Batesville  
Tylertown Plaza  
10316 Woodland Road  
662-563-7318

Belzoni  
501 Hayden Street  
662-247-2264

Charleston \*  
Child Support Office  
662-453-7141

Clarksdale  
Federal Building  
236 Sharkey  
662-624-9001

Cleveland  
119 North Commerce Avenue  
662-843-2704

Greenville  
800 Highway 1 South,  
Delta Plaza  
662-332-8101

Greenwood  
313 Lamar Street  
662-453-7141

Indianola  
226 N. Martin Luther King Drive  
662-887-2502

Lexington  
106 West Wood Road  
662-834-2426

Marks \*  
DHS Building Hwy 3 South  
662-624-9001

Mayersville  
Issaquena Courthouse  
132 Court Street  
662-624-9001

Rolling Fork \*  
400 Locust Street  
662-332-8101

Tunica  
1054 South Fitzgeralds Blvd.  
Robinsonville, MS 38664  
662-363-2469

## GULF COAST

Gulf Coast Business Services Corporation  
P.O. Box 6626  
Gulfport, MS 39506-6626  
228-897-1881

### Job Centers:

Bay St. Louis  
3060 Longfellow Drive  
228-467-9572

Biloxi  
2306 Pass Road  
228-388-7997

Gulfport  
2229 22nd Street  
228-864-1771

Pascagoula  
4111 Amonett Street  
228-762-4713

## MISSISSIPPI PARTNERSHIP

Three Rivers Planning  
& Development District  
PO Box 690  
Pontotoc, MS 38863  
662-489-2415

### Job Centers:

Ackerman \*  
Courthouse Annex  
662-285-6998

Amory  
1619 Highway 25  
662-256-2618

Ashland/Access Point \*  
Justice Complex  
662-224-6310

Booneville  
101 Cunningham Blvd.  
662-720-7459

Calhoun City \*  
102 South Main Street  
662-628-8346

Columbus  
400-B Wilkins Wise Road  
662-328-6876

Corinth  
31 CR 401  
662-287-3247

Corinth Affiliate  
714 Taylor Street  
662-286-3308

Fulton \*  
Itawamba County  
Courthouse  
662-862-3824

Grenada  
1751 Poplar Street  
662-226-2911

Eupora \*  
114-A Highway 9 North  
662-258-7086

Hernando  
225 Lusher Street  
662-429-9874

Holly Springs \*  
230 College Street  
662-252-7664

Houston  
665 North Jefferson Street  
662-456-3563

Iuka  
1107 Marie Lane  
662-423-9231

Kosciusko  
117 Northside Shopping  
Center  
662-289-2621

Louisville  
600-B North Court Avenue  
662-773-5051

Macon \*  
16129 Highway 45  
662-773-5051

New Albany \*  
921 Fairgrounds Spur Road  
662-534-1933

Oxford  
2130 West Jackson Avenue  
662-234-3231

Pontotoc \*  
29 East Washington  
662-489-3956

Ripley \*  
111 East Spring Street  
662-837-7411

Senatobia  
4975 Hwy 51 North Box  
7045  
662-562-3351

Tupelo  
146 S. Thomas Street  
662-842-4371

Tupelo/Access Point  
2176 Eason Blvd.  
662-620-5250

Starkville  
100 Felix Long Drive  
662-323-2272

Water Valley \*  
307 Main Street  
662-473-2445

West Point  
117 East Jordan Avenue  
662-494-4144

Winona \*  
109 Liberty Street  
662-283-4105

## SOUTHCENTRAL MISSISSIPPI WORKS

Central Mississippi Planning  
& Development District  
PO Box 4935  
Jackson, MS 39296  
601-981-1511

### Job Centers:

Brookhaven  
545 Brookway Boulevard  
601-833-3511

Canton  
3142 S. Liberty Street  
P. O. Box 450  
Canton, MS 39046-3730  
601-859-9022

Hazlehurst  
1016 Carroll Drive  
601-894-2121

McComb  
416 Marion Avenue  
601-684-4421

Natchez  
310 Briarwood Road  
601-442-0243

Pearl  
212 St. Paul Street  
601-939-0786

Vicksburg  
1625 Monroe Street  
601-638-1452

Vicksburg/Specialty Center  
100 Smokey Lane  
601-638-2770

Yazoo City  
306 East Jefferson Road  
601-746-1141

## TWIN DISTRICTS

Southern Mississippi Planning  
& Development District  
700 Hardy Street  
Hattiesburg, MS 39401  
601-545-2137

### Job Centers:

Carthage  
202 C.O. Brooks Street  
601-267-9282

Columbia  
1111 Highway 98  
601-736-2628

Hattiesburg  
4100 Mamie Street  
601-264-0502

Forest  
229 South Davis Street  
601-469-2851

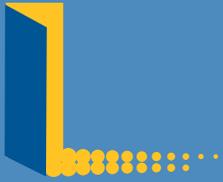
Laurel  
1721-B West 10th Street  
601-649-7813

Meridian  
1100 17th Avenue  
601-483-1406

Philadelphia  
1120 East Main Street,  
Suite 11  
601-656-2811

Picayune  
1839-B Cooper Road  
601-798-3472

\* Part-time offices



"My participation in the SELECT Program turned my life around. I was taught many skills that enhanced my education and employment goals. I was determined to overcome my shyness with people and my instructor/team leader never stopped encouraging me to try just a little harder to be more outgoing. And it worked! When I interviewed with my boss, he told me that I shouldn't be afraid to communicate with the other staff member and the customers. Now I've got my GED and am enrolled at Mississippi Delta community College where I am majoring in computer science."

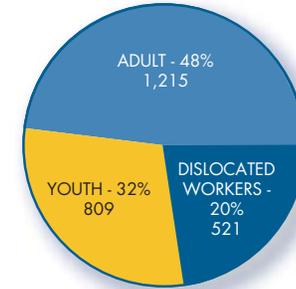
**Michael McCafrey**  
Washington County

# WIN in Mississippi

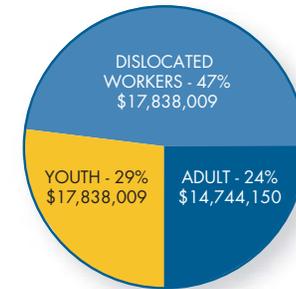
## At A Glance



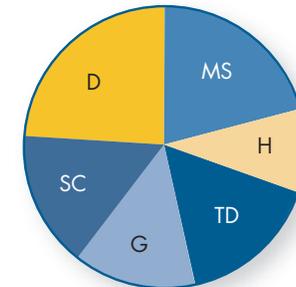
Individuals Served Through WIA Programs



State Allocations  
Total - \$61,839,773



Local Workforce Investment Area Allocations  
Total - \$45,180,150



- D** - Delta - \$10,855,496
- MS** - Mississippi Partnership - \$9,867,442
- SC** - South Central - \$7,341,758
- H** - Hinds - \$3,555,514
- TD** - Twin Districts - \$8,174,100
- G** - Gulfcoast - \$5,385,840

# Keys To Success

WIN in Mississippi is a locally managed and designed program, responding to specific local workforce development needs. It emphasizes partnerships, and represents a collaborative effort with private business, local elected officials, and local and state agencies. These strategic partnerships ensure that the needs of local employers and job seekers are met in the community through tailored solutions designed to promote workforce development and economic growth.

There are six Local Workforce Investment Areas (LWIAs) in Mississippi that receive grants from the Employment Training Division to manage programs locally. Elected officials in each area must establish a local Workforce Investment Board. The chairman of the board and a majority of its members must be representatives of private business. Having business as a partner in WIN in Mississippi is vital to its success. Local business leaders can best identify local labor market needs and help to select programs that provide meaningful services and training to our citizens as well as address employer needs.

Board membership also includes representatives of education, labor, economic development, and community leaders. Through these strategic

partnerships, the local areas mobilize all available resources and design programs that offer workers the employment and training services needed to be competitive in the market place and provide business with the workforce it needs.

## WIN in Mississippi Local Workforce Investment Area Achievements

The six Workforce Investment Areas are tasked with implementing the initiatives set forth in the Workforce Investment Act of 1998. Outlined below, is a description of each area and highlights of the activities, programs, initiatives, and individual testimonials from some of the participants who benefited from the programs created in each local area.

## Mississippi Partnership

Fiscal Agent: Three River Planning and Development District

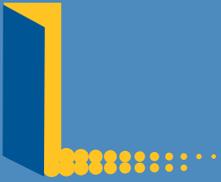
### AREA SERVED:

The Mississippi Partnership is comprised of 27 counties that covers the largest area in the state of all the six Workforce Investment Areas. The counties within the Mississippi Partnership include: Alcorn, Attala, Benton, Calhoun, Chickasaw, Choctaw, Clay,

DeSoto, Grenada, Itawamba, Lafayette, Lee, Lowndes, Marshall, Monroe, Montgomery, Noxubee, Oktibbeha, Pontotoc, Prentiss, Tate, Tippah, Tishomingo, Union, Webster, Winston and Yalobusha.

Three Rivers Planning and Development District (TRPDD) handles the day-to-day administration of the law and works with the local Workforce Investment Board, local elected officials, WIN Job Center operators, various state agencies and other service providers to ensure that all WIA requirements are met. TRPDD also contracts with three other planning and development districts to serve as planning and implementation agents.

The Mississippi Partnership has a system of one-stop centers, known in Mississippi as WIN Job Centers, to serve adults, dislocated (laid off) workers, and at-risk youth. The twenty-nine WIN Job Center locations are under a consortium of four WIN Job Center operators, or partners, who serve as the leads in their local areas. These partners are: the Mississippi Employment Security Commission, Northeast Mississippi Community College, Northwest Mississippi Community College and Itawamba Community College.



## Keys To Success

### ACHIEVEMENTS:

Currently, 16 youth providers conduct WIA youth programs in the 27 counties. These programs are provided to low-income youth who face one or more additional barriers to their success. These barriers include: deficient basic literary skills, school dropout, or an offender.

Three of the out-of-school programs, known as the Youth Employment and Training Sponsorship Program (YETS) provide occupational skills training to disadvantaged youth. Over 500 out-of-school youth were served in Program Year 2001 versus 290 in Program year 2000.

During Program Year 2001 six WIA programs conducted awards ceremonies for their youth participants.

During the Program Year 2001, the Mississippi Partnership Workforce Investment Area had a significant increase in enrollment into WIA. Those increases include:

- Core Services – 97% increase
- Intensive Services – 203% increase
- Training Services – 463% increase

The Fiscal Agent staff conducted several meetings of WIN Job Center managers and operators and on-the-job and customized training providers throughout PY 2001. These meetings helped define the overall mission and goals and implementation methods were examined and refined.



### Delta

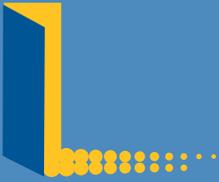
Fiscal Agent: South Delta Planning and Development District

### AREA SERVED:

The Delta Workforce Investment Area is comprised of 14 counties that cover the northwest portion of the state. The counties within the Delta Workforce Investment Area include: Bolivar, Carroll, Coahoma, Holmes, Humphreys, Issaquena, Leflore, Panola, Quitman, Sharkey, Sunflower, Tallahatchie, Tunica and Washington.

South Delta Planning and Development District handles the day-to-day administration of the law and works with the local Workforce Investment Board, local elected officials, WIN Job Center operators, various state agencies and





"After working jobs for \$4.00 and \$6.00 an hour, I figured if I was going to ever have any kind of real job or career I needed to get some training. That's why I went to the WIN Job Center in Quitman and signed up with the WIA Program. The WIN Job Center staff helped me get enrolled in a training program to learn to be a truck driver. While I was in my training program I was able to qualify for ITA vouchers which really helped my wife and I financially while I was in the training program. Now, not only do I have, my commercial drivers license, but I've got a great job with Werner Trucking and I'm on my way to a whole new career with good pay."

**Jack Davis**  
Hattiesburg

## Keys To Success (cont.)

by the Workforce Investment Act (WIA) of 1998. WIA services are delivered at the Workforce Investment Network (WIN) Job Centers throughout the state of Mississippi. Currently there are three Hinds County WIN Job Centers.

Hinds County is set apart as a leader in the State of Mississippi with attributes such as its nationally recognized healthcare facilities, US Customs Port of Entry and Foreign Trade Zone, abundant energy and raw materials, excellent transportation network, low taxes, excellent business incentives, international airport, excellent primary, secondary and higher education institutions.

### ACHIEVEMENTS:

During the Program Year 2001, the Hinds County Workforce Investment Area had a significant increase in enrollment into WIA. Those increases include:

- Core Services – 913% increase
- Intensive Services – 757% increase
- Training Services – 260% increase

Another component of the HCWIN is the WIA Youth Program. The HCWIN Youth Program provides basic life skills training and occupational training to youth between the ages of 14-21. The overall service strategy is designed to include the WIA mandated, '10-element' concept to interject long-term intervention into the lives of youth, assuring success, personal growth and self-sufficiency.

During Program Year 2001, The WIA Youth Program served a total of 623 participants, both in-school and out-of-school youth. These youth were selected from a target group with basic skill deficiencies, school dropouts, offenders, homeless and foster children, and individuals requiring additional assistance to complete an educational program or to secure employment.



The HCWIN Youth Program is dedicated to the continuous improvement of youth's skills development and genuinely committed to community enhancement through technology, education and professional development. The program encourages achievement by offering a goal-oriented curriculum that includes: career development workshops, tutoring/mentoring programs, personal and leadership development, paid work experience, alternative education sources, occupational skills training, counseling, and supportive services.

## Southcentral Mississippi Works

Fiscal Agent: Central Mississippi Planning and Development District

### AREA SERVED:

The Southcentral Mississippi Works is comprised of 16 counties that cover the southwest portion of the state. The counties within the Workforce Investment Area include: Adams, Amite, Claiborne, Copiah, Franklin, Jefferson, Lawrence, Lincoln, Madison, Pike, Rankin, Simpson, Walthall, Warren Wilkinson and Yazoo.

During Program Year 2001, Southcentral Mississippi Works funded the operation of nine WIN Job Centers. Activities and services provided through these centers offered all residents of the area access to the latest labor market information, career planning tools, job search resources and other employment related information.

Employers accessed a variety of services including applicant screening, interview rooms, information on labor supply and availability of training options.

### ACHIEVEMENTS:

During the Program Year 2001, the

Southcentral Mississippi Works Workforce Investment Area has a significant increase in enrollment. Those increases include:

- Adult – 83% increase
- Dislocated Workers – 163% increase
- Youth – 358% increase

During Program Year 2001, Southcentral Mississippi Works enrolled over 2,600 individuals, most of whom received some form of occupational training. Training services were provided through either Individual Training Accounts or formal On-the-Job Training. Individual Training Accounts cover tuition and related costs of attending established occupational or vocational training programs. On-the-Job Training allows workers to gain new skills while on-the-job and allows employers to reduce training costs by reimbursing a portion of the trainees' wages while they are learning.

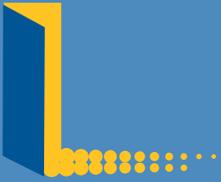
Southcentral Mississippi Works continued to emphasize job-training services and expanded the Individual Training Account program offered through the WIN Job Centers. One goal of this was to ensure that training options remained available to clients who needed such services. This

action resulted in a relatively large number of new clients entering training during the year.

The initial planning and implementation for a Graduate Luncheon, which was held in August 2002, occurred in Program Year 2001. The Graduate Luncheon recognized graduates of training programs who had remained employed more than 90 days. Invitees included employers of the graduates, the local Boards of Supervisors, local Workforce Investment Board and the elected local officials. Robert J. Rohrlack, Jr., Executive Director of the Mississippi Development Authority, was the keynote speaker.

In addition to training services, Southcentral Mississippi Works assisted numerous other individuals with basic labor exchange services and helped them find suitable employment when additional skill training was not required.

Southcentral Mississippi Works provided assistance to employers as well as job seekers. Through the WIN Job Centers, employers can locate qualified employees, obtain information on the local labor market, receive assistance with training new workers, and locate other resources to assist them in meeting the needs of their business.



"Getting into the 'Careers' Program kept me from getting into more trouble with the law. One day, I mentioned I'd always wanted to be a lineman for a power company. While I was in DUI school my counselor worked with me to get me on the right track. I enrolled in a class and received my GED and passed. That was my first step to becoming a lineman. Right now, I'm attending Singing River Electric Lineman School which guarantees 100% placement with a power company. If it hadn't been for the WIN supported programs like 'Careers,' there's no telling how I would have ended up."

**Jamie**  
Gulfport

## Keys To Success (cont.)

During program year 2001, Southcentral Mississippi Works provided services to both in-school and out-of-school youth. The in-school program built upon Tech-Prep activities in local schools by providing students with additional tutoring during the school year and combined academic and work-based learning activities during the summer months. In addition, Southcentral Mississippi Works initiated a new Senior Work Readiness program designed to help graduating seniors review their goals after-high school and develop specific action plans for reaching these goals.

The out-of-school program offered dropout youth an opportunity to earn a GED while exploring work options and preparing for employment or further education.

Southcentral Mississippi Works allocated youth funds to each of the sixteen counties for both in-school and out-of-school services. In-school funding was offered to at least one public school district in each county. Out-of-school funds were offered to the public community colleges serving the area. This process ensured that the entire workforce area benefited from the youth services available through the Workforce Investment Act.

### Twin Districts

Fiscal Agent: Southern Mississippi Planning and Development District

#### AREA SERVED:

There are nineteen counties designated as the service area for Twin Districts which include: Clarke, Covington,

Forrest, Greene, Jasper, Jefferson Davis, Jones, Kemper, Lamar, Lauderdale, Leake, Marion, Neshoba, Newton, Perry, Pearl River, Scott, Smith and Wayne.

Throughout the period from July 1, 2001 through June 30, 2002, the Twin Districts Workforce Board has worked cooperatively and in coordination with the local elected official Board in the mission to establish and develop a Workforce Investment Board which works seamlessly and efficiently with the WIN Job Center System in order to provide improved economic development for our area and a higher standard of living for our citizens.

All efforts have been made to meet the goals established by Twin Districts Workforce Board. These goals are:

- Develop a viable, customer friendly WIN Job Center system by promoting cooperation between business, job seekers and the system
- Define and establish lines of communication both internally and externally
- Eliminate any duplicative efforts
- Improve the capabilities of our workforce, thus advancing economic development
- Support and improve education at all levels
- Provide meaningful occupational training
- Provide continuous improvement in the system.

## ACHIEVEMENTS:

There were two prominent challenges facing the Twin Districts Local Workforce Area during program Year 2001. One was a large number of business closures and layoffs in the 19 county area, a still inactive statewide reporting system, and developing and implementing policies and procedures that would most effectively and efficiently yield the best customer service to the clients in our area.

During the Program Year 2001, the Twin Districts Workforce Investment Area has a significant increase in enrollment. Those increases include:

Those increases include:

- Adult – 1787% increase
- Dislocated Workers – 798% increase
- Youth – 112% increase

During the Program Year 2001, over 2,150 individuals lost their jobs through plant closure or business cutbacks that resulted in layoffs. Only a few of these individuals were called back to employment. The majority of layoffs became permanent situations. Perhaps the most notable business closures involved the Burlington Industries plant with over 850 workers affected and the Wells LaMont operation that accounted for over 140 jobs lost.

Both of these closures affected Clarke and Wayne County with people being impacted in five surrounding counties. Although there were several smaller layoffs, these two hit at approximately the same time. Smaller layoffs and business closures affecting fewer individuals were seen throughout the Twin Districts area.

To meet this challenge, the Twin Districts Workforce Board established a WIN (Workforce Investment Network) Transition Center in Quitman, Mississippi. This Transition Center was designed as a temporary site to target dislocated workers and provide them with services that may be needed.

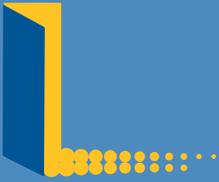
The WIN Transition Center opened for service at the end of May. Working in the center was a consortium of partnerships and alliances including: the Mississippi Development Authority's Employment Training Division, Mississippi Employment Security Commission, the Mississippi Department of Rehabilitation Services, Jones County Junior College, the local chamber, Weems Mental Health, and Mississippi State University Extension Service.

A grand opening was held on June 14, 2002. Governor Ronnie Musgrove, local mayors, supervisors, U. S. Representative Ronnie

Shows, and many other public officials attended. Three area television stations and two radio stations in addition to local print media covered the event.



The second challenge that faced our area was the continued understanding and assessment of needs in the Twin Districts Workforce Area. The WIA system created such a new and diverse coordination of systems and programs that procedural and policy needs could not be anticipated at the outset of WIA implementation. The Twin Districts Workforce Area Fiscal Agent, its partners and its Workforce Investment Board have met this challenge. The Board has amended policies, implemented new policies, carefully assessed situations, anxiously implemented pilot projects and evaluated the results.



"If it hadn't been for my WIN Job Center I would still be a single mom with two children and just dreaming of a career in the medical field. But my cousin encouraged me to go to the WIN Job Center in Natchez and see if I could qualify for a WIA Training Program. So I did and next thing I know, I'm learning how to become a respiratory therapist which is what I am today with a great position at the Natchez Regional Community Hospital. I learned if you can dream it, you can do it with help from your WIN Job Center."

**Jennifer Jones**  
Natchez

## Keys To Success (cont.)

### Gulf Coast

Fiscal Agent: Gulf Coast Business Services Corporation

#### AREA SERVED:

The Gulf Coast Workforce Investment Area is comprised of the five geopolitical jurisdictions of George, Hancock, Harrison, Jackson and Stone Counties. Three of the counties, George, Hancock and Stone, are predominantly rural, with 75 percent of the Gulf Coast Workforce Investment Area's population living in the Biloxi-Gulfport-Pascagoula Metropolitan Statistical Area (MSA).

Through its administrative entity and fiscal agent, Gulf Coast Business Services Corporation, the Gulf Coast Workforce Investment Board successfully administers the Workforce Investment Act programs for all customers in the five coast counties of George, Hancock, Harrison, Jackson and Stone.

#### ACHIEVEMENTS:

The Gulf Coast Workforce Investment Board, as the area's one-stop operator, established a full service WIN Job Center in the most populated county, Harrison County, and three affiliate sites, and two access points in each of the remaining counties through a consortium of partners. The full-service WIN Job Center is electronically and technologically linked to a network of affiliate, specialty or access sites. The current full-service WIN Job Center has two partners co-located on a part-time basis.

During the Program Year 2001, the Gulf Coast Workforce Investment Area has a significant increase in enrollment. Those increases include:

Those increases include:

- Adult – 736% increase
- Dislocated Workers – 85% increase
- Youth – 86% increase

The Board's planned, model full-service WIN Job Center, funded through a WINnovation Grant, will co-locate all the WIN partners on a permanent or transient basis and integrate the core services of each partner into this central location. This total integration will assure that information on the core services is available regardless of where customers initially enter the workforce development system. A recently procured state-of-the-art Mobile WIN Job Center will allow Local Workforce Investment Area staff to take the



resources needed by job seekers, dislocated workers and business and industry to their location on a timely basis providing the necessary services on site. This mobile unit will reach a broader range of customers at the point the service is required.

The Gulf Coast Workforce Investment Board is committed to a one-stop partnership that will bring consensus on each component necessary to take the one-stop system from vision to reality. The system implementation strategy is a building block approach; adding as the need is recognized and funds become available to meet that need.

The consolidation and coordination of the shared one-stop system allows for quality management, based on continuous improvement within the system, of a high performance work organization resulting in an ever improving system that provides programs and activities leading to employment, training, literacy and vocational rehabilitation, where needed.

The Gulf Coast Workforce Investment Board serves the youth of the Workforce Investment Area through the same kind of proactive strategy. The mission of the Gulf Coast Workforce Investment Board and its Youth Council is to facilitate and be the catalyst for training and educational services that

are responsive to the continuing education and employment needs of the youth of the Gulf Coast Workforce Investment Area.

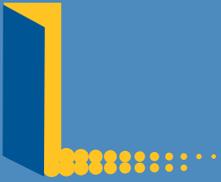
The Workforce Investment Board's Youth Council serves as a repository of resources on local youth organizations, their programs and activities. The partnership with Job Corps of America and the School-to-Career programs has become stronger as the Gulf Coast Workforce Investment Area's youth programs and activities incorporate effective youth development practices that provide long-term flexible interventions.

School-to-Career programs help expand the area's youth provisions, particularly as they relate to promoting high academic achievement and in building essential roles for employers and communities in the education of young people. The Gulf Coast Workforce Investment Board providers are expected to effectively work with other public and private agencies that carry out activities and have an impact on the successful outcomes of the Gulf Coast Workforce Investment Board customers and the achievement of local objectives. The Gulf Coast Workforce Investment Area had eleven youth service providers serving both in-school and

out-of-school youth during PY 2001. Three innovative, pilot programs were funded through State WINnovation Grants at the end of PY 2001, to begin serving youth during PY 2002.



The first program, **Focus on the Future**, is designed as a Mississippi Gulf Coast Community College pilot program that provides twenty in-school youth, ages 14-15 years with the opportunity to develop and utilize their natural leadership abilities in a non-threatening and fun environment. Youth participate in both classroom training and hands-on activities that equip the students in Leadership/Citizenship, Life/Employability skills, Career Exploration, and Team Building skills. The skills developed in Focus on the Future will provide the youth a foundation for future growth as contributing members of society.



## Keys To Success (cont.)

"The access to this program and the success we have enjoyed has been extremely beneficial to our agency. Through the help and guidance of the WIN Job Center staff, we have been able to provide training that has enabled us to reshape our operation to be much more productive and efficient. This has shown up on our bottom line as well. The reimbursements are obviously an added value to our success. We look forward to continuing our participation in the WIA Training Programs."

**John A. Floyd**  
Cornerstone Insurance  
and Financial, Inc.  
Booneville

Focus on the Future is a collaborative partnership between education, community and business. These youth are not only lacking in basic skills, but often do not see much hope for a productive future.

In addition to attainment of the basic skills and dropout prevention, this program will use the resources of business, industry, the community college system, and public officials to provide these youth with a variety of experiential learning encounters with activities to broaden their vision of possible career paths, enhance their quality of life and basic technology skills, and build hope and confidence in the possibility of their having a meaningful role in society and the workforce.



The Gulfport Municipal Court in coordination with the University of Southern Mississippi, Gulf Coast Campus, through its pilot program, the **Citizenship and Justice Academy**, offers year-round educational opportunities to up to 100 offenders aged 14 - 21 who are economically disadvantaged and are no longer enrolled in school.

An average of 30 youth are introduced into the Gulfport Municipal Court system per month. Many of these are unemployed and have serious literacy deficiencies, and some are homeless, teenage parents or disabled. The Court, with its "captive audience" of these youth and the unusually high concentration of credentials among its staff, is strategically placed to offer services to these at-risk youth.

**Operation About Face!** is a pilot program conducted by the Mississippi Military Department that focuses on connecting academic and occupational learning, ensuring graduates are prepared with essential life skills, teaching leadership skills, and preparing for future training and employment.

This program serves an at-risk population of in-school youth solely in an after-school and summer program. Most students are lacking work experience and are academically deficient (at least one grade below appropriate grade level).

During Program Year 2001, the Gulf Coast Workforce Investment Area conducted a number of training sessions for the frontline staff of the WIN Job Centers and the



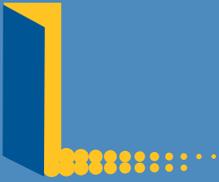
within the community. A number of community agencies attended both seminars and agreed to assist in an area-wide audit and mapping of the various resources available to participants and service providers.

As a result of these sessions, Gulf Coast Business Services worked with a variety of agencies in the Gulf Coast Workforce Investment Area to accomplish an updated survey and a consolidated database of community resources. The results are to be published in both booklet and CD-ROM form.

staff of all youth service providers. In January 2002, nationally recognized consultant and trainer, Jodie Sue Kelly, conducted a two-day workshop on WIA case management. The workshop covered all aspects of case management and concentrated on how to manage the exit strategy for participants. Frontline staff from all Job Centers and youth providers attended these sessions.

In early April 2002, another nationally recognized consultant conducted two focus groups to solicit support for and inform attendees on how to conduct a community audit and map the resources available





"Thank you for sending employees like Jim Sansing into the workforce. Jim has been a terrific asset to our overall performance as a company. He is one of the most dedicated and self-starting employees we have. He is always on time and willing to do whatever is asked of him. Hiring older employees is a good practice as they have good work habits, and Jim is a terrific example of this. I wish we had more like him. Thanks to WIN and the staff of the WIN Job Center for instilling exceptional work ethics in your customers."

### **Billy Booth**

Billy Booth Delivery, Inc.  
*Tupelo*

## Opening The Door To Opportunity

The centerpiece in terms of services and program delivery is the network of over 60 WIN Job Centers.

Located throughout the state, these centers provide customers easy access to a variety of services in the areas of employment, education, training, human services and economic development - in one convenient location.

For employers and job seekers, the WIN Job Center is the local connection that brings together extensive resources and information under one roof. The centers focus on customer choice and customer satisfaction, and the staff at each location is eager to help employers and job seekers with any employment and training needs.

Through the WIN Job Centers, Mississippians can open the door to many opportunities:

### **Opportunities for Job Seekers**

WIN Job Center staff help job seekers create or update résumés, conduct job searches, and prepare for job interviews. Staff also provide information on careers in demand and available job training to help job seekers be more competitive in the job market.

Job seekers have access to fax machines, copiers and the Internet-connected computers to help with job searches. A customer conducting job searches has the use of these facilities at no cost.

Job seekers accessing services through the centers participate in a progression of service levels: core,

intensive and training. Basic core services are available to everyone and must be utilized before customers are eligible to progress through the system.

Available services include:

- Job search and placement assistance
- Internet access for job searches and résumé posting
- Access to office equipment: computer, fax machine, and copier
- Interview tips
- Résumé preparation software
- Labor market information
- Career assistance for ex-offenders
- Services for veterans
- Information on WIA's Core, Intensive and Training services
- Information on unemployment insurance benefits
- Career and aptitude assessment
- Information on assistance for laid-off workers
- Information on NAFTA/TAA benefits for employees
- Information on and referral to training
- Information on and referral to child care, transportation and other support services
- Information on programs to improve math and reading skills
- Referral to rehabilitation services

## Opportunities for Employers:

WIN Job Centers offer employers the opportunity to find the skilled workers they need from a large pool of available applicants, access information about customized training for new and expanding businesses and on-the-job training programs that reduce the cost of training new employees. Additionally, WIN Job Center staff can save employers time and money by recruiting and screening new candidates for employment.

Available services include:

- Free job posting
- Database of qualified workers
- Internet access to post job listings and review applicant résumés
- Recruiting and screening of job candidates
- Assistance with writing job descriptions
- Proficiency testing for employees
- On-the-job training information
- Private rooms for interviews with perspective employees
- Information on Work Opportunity Tax Credits (WOTC)
- Up-to-date labor market data and wage information
- Upcoming job fair information

- Information on Rapid Response services to help employers facing a layoff
- Forms/guidance for filing a NAFTA or Trade Adjustment Assistance (TAA) petition
- Information on NAFTA and TAA benefits for employees

Local workforce areas and boards have oversight responsibilities for WIN Job Centers in their area and contract with agencies locally to manage the centers. The Mississippi Employment Security Commission is a key partner in the system, and manages the majority of the full service or affiliate sites across the state.

Bringing new partners together that share a common goal expands services available for customers in one convenient location, allowing the centers to more effectively serve a wider range and number of people.

As a result, traffic at the WIN Job Centers will increase. During the transition year, approximately 284,704 people were served by the partner agencies of the WIN Job Center.

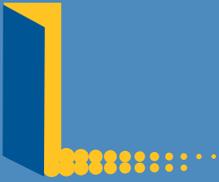
## WIN Professionals and Partners

WIN in Mississippi represents a collaborative effort with private business, local elected officials, local and state agencies. This collaboration ensures that the needs of local businesses and job seekers are met in the community through tailored solutions designed to promote workforce development and economic growth.

### WIN in Mississippi Partners\*

Mississippi Development Authority  
Local Elected Officials  
Local Workforce Investment Areas  
Mississippi Department of Education  
Mississippi Department of Human Services  
Mississippi Department of  
Rehabilitation Services  
Mississippi Employment Security  
Commission  
State Board for Community and  
Junior Colleges  
U.S. Department of Housing and  
Urban Development

\*May include other partners in the local areas.



# WIN Works for Mississippi

"The satisfaction index for participants and employers clearly indicates the high levels of satisfaction with the employment services provided by the local WIN Job Centers. This high level of performance becomes even more apparent when other factors are considered. WIN Job Centers serve a very diverse population with different job training needs. In this respect, they have been instrumental in placing customers within their local area job markets. In addition, the ability of the WIN Job Centers to partner with other state and local institutions has been an important element contributing to better meet the needs of participants and employers."

**Dr. Domenico Parisi**  
Research Fellow &  
Assistant Research  
Professor, Social  
Science Research  
Center (SSRC)

## Customer Satisfaction

WIN works in Mississippi by delivering the type of innovative strategies aimed at providing unique, locally designed and managed programs and services for its customers, the area's job seekers, dislocated workers, at-risk youth and businesses. Customer satisfaction is the number one goal of WIN in Mississippi.

In a recent survey the levels of satisfaction toward employment services provided by local WIN Job Centers were found to be substantially high.

The goals for achieving customer satisfaction for employers and employees served through the WIN Job Centers far exceeded expectations during the transition year. Over 75 percent of employers surveyed and 68 percent of employees expressed their satisfaction with the services received. Our success in focusing on customer service and satisfaction is reflected in the following chart:



## Governor's Job Fair Network

For a person who has spent two, four, ten, or even twenty years with one employer, the path to reemployment can be filled with obstacles and barriers. The focus of the Governor's Job Fair Network is to identify and tear down those barriers and provide a setting where dislocated workers and others looking for employment can apply for jobs, learn about available services of the WIN Job Centers, and receive counseling to deal with the loss of a job. In addition, it helps employers find the skilled workers they need to be competitive.

The Governor's Job Fair Network is working to put Mississippians in jobs and provide employers with the workers they need. From July 1, 2001 to June 30, 2002, 10 job fairs were held throughout the state. Over 555 businesses participated and 16,660 people attended the job fairs. As a result, 4,899 job offers were made the day of the event with 8,115 hires projected during the next year as a result of the Governor's Job Fair Network.

## Rapid Response

When a company has to lay off employees because of a closing or downsizing, it is difficult for both the employer and the affected workers. The Mississippi Development Authority (MDA) has designed a system called Rapid Response to assist with a number of different programs.

Rapid Response is an early intervention service that assists both businesses and employees affected by layoffs or plant closures. It provides access to user-friendly resources and information to help transition affected workers into reemployment.

Staff of the MDA Employment Training Division leads the Rapid Response efforts. The first step is an on-site meeting with the employer to discuss resources and services available to help manage the layoff and to identify employees' specific needs.

The next step is the development of a plan of action for delivering needed services and mobilizing the Rapid Response Team.

The Rapid Response Team is comprised of representatives of key local and state agencies that provide resources and services to assist laid-off workers. MDA staff leads the team that includes:

Mississippi State University Extension Service  
Department of Human Services  
Mississippi Employment Security Commission  
Community and Junior Colleges  
Local Workforce Investment Area

The Rapid Response Team provides information on services available through the WIN Job Center and the partner agencies. This information includes: education and training opportunities, résumé writing assistance, career assessment, access to Internet connected computers for job searches and résumé postings, children's health insurance program, free confidential financial counseling, job search and job placement assistance, starting a business and unemployment insurance.

During the Forward Progress Year 2001, (July 1, 2001 to June 30, 2002), the MDA Rapid Response Team assisted 76 companies, providing information and services to 10,053 employees.

## About Face

About Face is a collaborative program offered by the Mississippi National Guard in conjunction with the WIN in Mississippi Program, HUD Neighborhood Networks and the local workforce investment areas and is funded through TANF.

This program serves an at-risk population of in-school youth solely in an after-school and summer program. Most students are lacking work experience and are academically deficient (at least one grade below appropriate grade level). Some students may also be teen parents, adjudicated youth, children of parents with substance abuse, handicapped students, and students with limited English proficiency. The program emphasizes academics (homework assistance), job preparation (résumé writing, filling out job applications) and money management (balancing a checkbook, budgeting).

The program is a maximum two-year program. The first year consists of classroom activities, and the second year consists of work experiences.

The About Face Program is available in Aberdeen, Greenwood, Hattiesburg, McComb and Pascagoula.

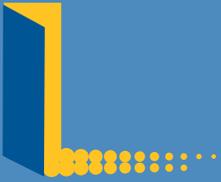
## WINnovation Grants

WINnovation grants are made possible by the Federal Workforce Investment Act, which provides the framework for WIN in Mississippi.

The WINnovation Grants are used to benefit the citizens of the communities within each Local Workforce Investment Area, and they fund the development of projects that impact our state's workforce.

In Program Year 2001, all six of the Local Workforce Investment Areas were eligible to receive grants that go towards funding various innovative community projects and programs.

Among some of the projects and programs the grants funded are the operation of youth programs such as Focus on the Future, a youth leadership program, and the Youth Offender Program. Other uses for WINnovation grant money include establishing and enhancing the network of WIN Job Centers throughout the state and funding training and skills-upgrading programs for adults and laid-off workers.



## Enhancing the WIN System in Mississippi

An important statewide responsibility under the Workforce Investment Act (WIA regulations, Section 665.201) is “to provide capacity building and technical assistance to local areas, including Local Boards, One-Stop operators, One-Stop partners, and eligible providers, which include:

1. Staff development and training and;
2. The development of exemplary program activities; and
3. Conducting research and demonstrations.”

In Mississippi, building the capacity of the system and the front-line staff in the WIN Job Centers has been an important part of the Forward Progress Year 2001. As the year began, there were only 500 individuals receiving training, and only 300 in On-the-Job Training. The WIN system was spending less than one million dollars a month. By year’s end, there were 4,000 individuals receiving training, 1,300 in On-the-Job Training, and the WIN system was spending five million dollars a month. Much of this amazing progress is due to the many efforts at building the capacity of the WIN staff.

### WIN-ing Conference

The Employment Training Division and the professional association of the Mississippi Employment Security Commission jointly sponsored the first annual WIN-ing in Mississippi Conference in the fall of 2001. More than 300 front-line staff and WIN partners attended the Conference. Twenty-four workshops were given, on topics such as customer satisfaction, Rapid Response, youth services, reporting requirements, performance measures, increasing the effectiveness of case management, and enhancing

services to dislocated workers. In addition, some of the workshops featured outstanding programs in Mississippi, with tips on how to replicate them.

### John Chamberlain

John Chamberlain, an attorney with more than 20 years of experience in job training programs, was engaged to provide technical assistance to each of the local workforce areas. He visited each of the six local areas, spending a day reviewing the operations of a WIN Job Center, interviewing focus groups of participants and employers, and then providing individualized feedback on ways to enhance services, or provide additional services. He then spent a second day reviewing administrative policies and procedures, suggesting improvements and additions. Later he then spent a week at the state level, reviewing administrative systems, policies and procedures, suggesting new policies and clarifications in existing policies. Then he hosted a one-day workshop with the state and all six local areas, in which improvements and enhancements were discussed in detail. Several of the local workforce areas asked Mr. Chamberlain for a second visit. As a result, numerous changes were made in the WIN system, ranging from customer flow in the WIN Job Centers to new program ideas. Several WIN Job Centers have created computer resource labs as a result of these visits.

### Jodie Sue Kelly

Jodie Sue Kelly of Cygnet Associates, a national expert in youth services and enhancing customer value, was engaged to hold several workshops on the ways to improve

youth services and outcomes and how to design a WIN Job Center to maximize customer value. Response was overwhelming to her workshops with 150 individuals attending. To respond to additional requests, a second set of workshops was added with another 100 participating.

### **Center for Workforce Learning**

The Center for Workforce Learning, a national training organization that has conducted workshops in thirty-five states and more than 200 workshops for the US Department of Labor, gave workshops to WIN Job Center staff on organizational effectiveness, enhancing case-management techniques, and customer-driven service.

### **Robert Visdos**

Robert Visdos, the former Executive Director of the Network Consortium, a national organization that focuses on coordinating vocational education and workforce development services, hosted a symposium for community colleges and WIN Job Center staff in order to share techniques and strategies on providing integrated services to jobseekers.

### **Geoff Meade**

Geoff Meade, a clinical psychologist with more than 20 years experience in conducting occupational assessments, was engaged to work with four WIN Job Centers on how to improve their techniques in assessment, in order to provide better matches for individuals with jobs or with job training.

### **Research Efforts**

Another approach to building the capacity of the WIN system in Mississippi has been through research that is focused on improving the job placement strategies in the WIN Job Centers. The Mississippi Development Authority, with a grant from the US Department of Labor and the state WIA funds, contracted for four separate studies on business clusters. The concept of regional business clusters is based on the seminal work of Dr. Michael Porter, Harvard University, and stresses that business development is more effective if the resources are focused on similar industries in a certain geographic area. The four studies were on: the Communications and Technology Industries; Automotive Industries; Polymer-related Industries; and Forestry Products such as furniture and pulpwood. Each of these studies resulted in the formation of a statewide consortium that is continuing work on developing these clusters. The WIN Job

Centers can use this information to develop more effective placement strategies in occupations that have high wages and are increasing in numbers.

Regional Technological Strategies was engaged to study the coordination between the Community and Junior Colleges and the WIN Job Centers and to recommend ways to improve both the services and the organizational structure. Their work is being used by a State Task Force to develop recommendations on structural and funding changes to the Governor. This study recommends the regional cluster approach for training efforts in community and junior colleges, so that specialty centers will be developed across the state for specific types of training.

Two local workforce areas, Twin Districts and the Gulf Coast, have worked with the state to conduct a study on business growth and business needs in the southeastern part of Mississippi. The firm, Wadley-Donovan, has interviewed nearly 100 private companies in compiling this report. The WIN Job Centers will use the results of this study to focus training and preparation efforts in the occupational areas that are in demand, and to make more effective job placements.



Equal Opportunity Employer / Program  
Funded by U. S. Department of Labor / Mississippi Development Authority  
For more information on WIA or WIN in Mississippi call: 601-359-9250

Auxiliary aids and services available upon request to individuals with  
disabilities: TDD/TTY 601-576-2527



**PROGRAM YEAR 2001  
ANNUAL REPORT FOR THE STATE OF MISSISSIPPI**

**ADDENDUM**

**Evaluation**

During the program year the state continued to place emphasis on assessing the needs of the local workforce investment areas, one-stop operators, one-stop staff and service providers and on providing technical assistance to meet those needs. The emphasis on capacity building and training efforts shifted somewhat from technical and regulatory issues to system building through enhancing customer service by building on existing case management and service strategies and enhancing and streamlining assessment.

The state continued its focus on compliance with the law, regulations, directives, and applicable policies and procedures. Staff and consultants reviewed and analyzed the results. Reports were issued. Where necessary, corrective action plans were required. As always, technical assistance was available from the state to assist in addressing areas of concern and building strong programs.

The state continued and expanded its system of quarterly reviews of program performance and expenditures. At the behest of the Department of Labor, the state worked diligently to encourage local areas to increase expenditure levels while maintaining sound and prudent program controls. When necessary corrective action plans were required and technical assistance was provided.

**Cost of Workforce Investment Activities**

**Table 1 – Adult Program Costs 7/1/01 through 6/30/02**

	<b>Amount</b>	<b>% of Total</b>	<b>Total Served</b>	<b>Cost Per Entered Employment</b>
<b>Total Available</b>				
<b>Total Expenditures</b>				

**Table 2 – Dislocated Worker Program Costs 7/1/01 through 6/30/02**

	<b>Amount</b>	<b>% of Total</b>	<b>Total Served</b>	<b>Cost Per Entered Employment</b>
<b>Total Available</b>				
<b>Total Expenditures</b>				

**Table 3 – Youth Program Costs 7/1/01 through 6/30/02**

	<b>Amount</b>	<b>% of Total</b>	<b>Total Served</b>	<b>Cost Per Entered Employment</b>
<b>Total Available</b>				
<b>Total Expenditures</b>				





















# WIA Annual Report Data

State Name: MS

Program Year: 2001

**Table O: Summary of Participants**

<b>Local Area Name:</b> South Central Mississippi	<b>Total Participants Served</b>	Adults	1,063
		Dislocated Workers	642
		Older Youth	169
		Younger Youth	1,309
	<b>Total Exiters</b>	Adults	415
		Dislocated Workers	218
		Older Youth	78
		Younger Youth	655

		Negotiated Performance Level	Actual Performance Level	
Customer Satisfaction	Program Participants	68	67.7	
	Employers	66	73.4	
Entered Employment Rate	Adults	69	85.7	
	Dislocated Workers	77	95	
	Older Youth	61	78.3	
Retention Rate	Adults	79	82	
	Dislocated Workers	86	88.7	
	Older Youth	74	88.9	
	Younger Youth	41	58.3	
Earnings Change / Earnings Replacement in Six Months	Adults(\$)	3,231	3,863	
	Dislocated Workers	94	89.9	
	Older Youth (\$)	2,335	4,717	
Credential / Diploma Rate	Adults	60	50.2	
	Dislocated Workers	60	71.4	
	Older Youth	50	46.2	
	Younger Youth	55	22.4	
Skill Attainment Rate	Younger Youth	72	90.3	
Description of Other State Indicators of Performance				
N/A				
Overall Status of Local Performance		Not Met	Met	Exceeded
		2	3	12

# WIA Annual Report Data

State Name: **MS**

Program Year: **2001**

**Table O: Summary of Participants**

<b>Local Area Name:</b> Mississippi Partnership	<b>Total Participants Served</b>	Adults	1,100
		Dislocated Workers	426
		Older Youth	265
		Younger Youth	741
	<b>Total Exiters</b>	Adults	335
		Dislocated Workers	113
		Older Youth	121
		Younger Youth	291

		Negotiated Performance Level	Actual Performance Level	
Customer Satisfaction	Program Participants	68	67.7	
	Employers	66	73.4	
Entered Employment Rate	Adults	69	93.3	
	Dislocated Workers	77	96.9	
	Older Youth	61	65	
Retention Rate	Adults	79	85	
	Dislocated Workers	86	92.9	
	Older Youth	74	77.1	
	Younger Youth	41	55	
Earnings Change / Earnings Replacement in Six Months	Adults(\$)	3,231	2,639	
	Dislocated Workers	94	93.6	
	Older Youth (\$)	2,335	3,368	
Credential / Diploma Rate	Adults	60	72.1	
	Dislocated Workers	60	80.6	
	Older Youth	50	20.2	
	Younger Youth	55	43.5	
Skill Attainment Rate	Younger Youth	72	84.5	
Description of Other State Indicators of Performance				
N/A				
Overall Status of Local Performance		Not Met	Met	Exceeded
		2	3	12

# WIA Annual Report Data

State Name: **MS**

Program Year: **2001**

**Table O: Summary of Participants**

<b>Local Area Name:</b> South Delta Planning & Development	<b>Total Participants Served</b>	Adults	2,361
		Dislocated Workers	1,068
		Older Youth	168
		Younger Youth	1,596
	<b>Total Exiters</b>	Adults	315
		Dislocated Workers	193
		Older Youth	79
		Younger Youth	662

		Negotiated Performance Level	Actual Performance Level	
Customer Satisfaction	Program Participants	68	67.7	
	Employers	66	73.4	
Entered Employment Rate	Adults	69	91.1	
	Dislocated Workers	77	91.7	
	Older Youth	61	75	
Retention Rate	Adults	79	87.8	
	Dislocated Workers	86	92.4	
	Older Youth	74	82.6	
	Younger Youth	41	83.4	
Earnings Change / Earnings Replacement in Six Months	Adults(\$)	3,231	2,992	
	Dislocated Workers	94	107.6	
	Older Youth (\$)	2,335	3,056	
Credential / Diploma Rate	Adults	60	78.2	
	Dislocated Workers	60	73.5	
	Older Youth	50	41.2	
	Younger Youth	55	7.6	
Skill Attainment Rate	Younger Youth	72	96.7	
Description of Other State Indicators of Performance				
N/A				
Overall Status of Local Performance		Not Met	Met	Exceeded
		2	2	13