



# *E-Lights: An IAJVS Publication for Executive and Professional Leadership*

**July 1– September 31, 2006**

**Volume 3, Issue 3**

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*IAJVS is a non-profit network of 27 national and international human service agencies throughout the United States, Canada, Israel, and Argentina. Our member agencies provide a vast array of services that have a direct effect on the lives of hundreds of thousands of people each year: career management, skills training, rehabilitation programs, health services, and home and community based services.*

## **Message from the Executive Director and President**

As many of you know, IAJVS and its network of affiliates are moving forward in developing a North American service delivery system that responds to the myriad of needs emerging as the baby boomer generation ages. We are so excited to be on the cutting edge as we explore the best practices in our field and adapt our services to respond to this rapidly changing population.

The fall 2006 issue of E-Lights is devoted to exploring programs and collaborations at IAJVS agencies that serve the mature worker population and adds to our growing body of knowledge in this critical service area. We hope that this issue of E-Lights inspires new ideas, stimulates discussion within your agency, as well as with colleagues internationally.

All the best,

Genie Cohen  
Executive Director

Karen Goldenberg  
President

## **SAVE THE DATE!**

**IAJVS/AJFCA Joint Annual Conference  
2007**

**Roosevelt Hotel, New York City**

**April 15-17, 2007**

## **JEVS' Career Solutions 55+ Partners With Pennsylvania CareerLink**

It's not a secret that changes in government legislation and funding directly affect the budgets of nonprofit, social service organizations. In response to shrinking budgets, many such organizations are joining forces in a way that helps the clients of both partners. Collaborating to meet the emerging needs of the mature workforce is just one example of such a partnership that exists between the Pennsylvania CareerLink system and JEVS' *Career Solutions 55+*, a program helping older workers find employment.

*Career Solutions 55+ (CS55+)* is housed within the centrally-located PA CareerLink Philadelphia North office. Program Coordinator Judy Cherry keeps all seven Philadelphia PA CareerLink offices educated about the program and how it differs from most other work programs for seniors. While most senior employment programs focus on low-income senior workers, *CS55+* has no income requirement and targets older workers who are unemployed, underemployed, or who want to change careers. Co-location allows PA CareerLink staff to easily refer potential *CS55+* clients to Judy for services. PA CareerLink Administrator Nicki Woods states, "We strive to create a seamless delivery of services. All our partners' programs are promoted within the center and daily enrollment sessions."

*CS55+* clients also benefit from free workshops offered by PA CareerLink, particularly the Resume Critique and Transferable Skills workshops. These two workshops were rescheduled to meet one after the other on the same day. This change helps older clients save money, time and energy by not needing to travel to the office twice. Thanks to some recent remodeling, *CS55+* staff now sit near the Employer and Business Service Team at PA CareerLink. This new arrangement makes it easier for

the partners to converse about job openings that may be appropriate for *CS55+* clients.

PA CareerLink and *CS55+* also worked together to improve the enrollment process for clients attending weekly *CS55+* orientations. All PA CareerLink clients receive PA CareerLink Membership Cards that record attendance at workshops and other PA CareerLink functions. The staff use this system to inform clients of future events they may wish to attend. *CS55+* clients are now included in this system.

*The successful and evolving collaboration between PA CareerLink and CS55+ sets an example for other programs looking for innovative ways to serve their clients.*

"The highlight of our partnership has been the training classes at Penn State University. A real effort is made to ensure nonprofit and state employees understand how to work within each other's mandates and regulations to meet a common goal," says Judy. PA CareerLink 101 is part of the PA CareerLink Training and Credentialing Program and is located at the Penn State University – Delaware County campus. The workshop facilitators are affiliated with Penn State University, and the week-long workshop focuses on PA CareerLink's inner workings, partner responsibilities, business etiquette and customer service. PA CareerLink provides this training to its partners to help them gain knowledge about Pennsylvania's rules and regulations. All participants receive a certificate upon completion of PA CareerLink 101.

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## IAJVS PARTNERS WITH SCHNEIDER NATIONAL, INC

IAJVS and Schneider National, Inc, announced a North American partnership that promises to promote and enhance training and employment opportunities for mature workers in the communities they jointly serve. This new initiative intends to match job seekers at IAJVS member agencies with job openings at Schneider regional operations throughout the United States and Canada. The two organizations will inform their local and regional agencies about this workforce development effort and explore employment opportunities for mature workers. This collaboration will strive to make the best use of each organization's experience, flexibility and record of success in placing mature workers on career paths.

"Working with IAJVS is one more way that we're reaching out to the mature workforce and making them aware of the rewarding, good paying career opportunities that await them at Schneider," said Rob Reich, vice president of enterprise recruiting for Schneider National. "Whether on the road as professional truck drivers, in our shops as mechanics, or in our office locations as an IT, finance, sales or customer service associate, the possibilities abound."

In November 2005, Schneider National was named an AARP Featured Employer in recognition of its efforts to recruit, hire and retain mature workers successfully. To date, the AARP has only recognized 24 Featured Employers. Schneider National is the only truckload carrier to be named as such.

Schneider National and IAJVS are responding to the dramatic demographic shift in the workforce and are committed to enhancing employment opportunities for the mature workforce. "IAJVS is so excited to be working with Schneider National, Inc.," said Genie Cohen, executive director of IAJVS. "We look forward to creating new opportunities for mature workers."

Headquartered in Green Bay, Wis., Schneider National has provided expert transportation and logistics solutions for more than 70 years. A \$3.5 billion company, Schneider National conducts business in more than 28 countries in North America, Europe and Asia, and continues to grow its international service offerings. For more information about Schneider National visit [www.schneider.com](http://www.schneider.com), [www.schneiderjobs.com](http://www.schneiderjobs.com), or call (800) 558-6767.

## JEVS' Career Solutions 55+ Partners With Pennsylvania CareerLink

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A successful collaboration requires the willingness of the partners to work together and constantly search for ways to improve their efforts. By leveraging Pennsylvania's "one stop" employment system, the CS55+ staff overcame a lack of resources and continues to help clients find appropriate employment.

The successful and evolving collaboration between PA CareerLink and CS55+ sets an example for other programs looking for innovative ways to serve their clients.

For more information please contact Judy Cherry, Manager, CS55+, JEVS Human Services, at (215) 560-5465 x268.

## JVS Toronto Offers Employment and Career Counseling Services to Mature Workers

Studies show that Canadian organizations will face labor shortages over the next five years. But few companies have a strategic plan in place to deal with this skills shortfall. The answer may well lie in retaining or hiring older workers in the workplace, and among the unemployed in the Canadian workforce.

A recent study showed that over 75 percent of those 55 and older want to keep working past the traditional retirement age of 65. And as of December 2006, mandatory retirement in Ontario is abolished. Smart employers are increasingly learning that recruiting experienced or retaining loyal older workers can feed right through to the bottom line.

JVS Toronto has been doing its part to dispel misconceptions and help 55-plus workers into stable and successful employment. Among services aimed at that effort are two specialized women's career and employment counseling programs: Women in New Roles (WINR) and Women in Successful Employment (WISE).

Just ask Doreen Caswell, 65, a JVS Toronto Employment Consultant and Job Developer with WISE, who returned to the workforce 30 years ago to help support

her young family. "To stay youthful, do not buy into preconceptions about mature workers and constantly upgrade your skills to remain relevant in the workplace," Caswell recommended.

Caswell, who coaches WISE clients on finding work, says an action plan is essential to finding a job, whatever your age or stage in life. Among Doreen's many responsibilities now with WISE is tapping her employer network to set up job shadowing and interviews for women, many of whom have not worked or looked for a job in many years. "They see that I'm 60-something working in a job that I love. I think that inspires them to continue with their job search, and that employment is a possibility," she said.

The WINR and WISE programs welcome women with a range of educational and employment backgrounds, from those who have not finished high school to those with graduate degrees. Newcomers to Canada who are breaking into the labor force, women who have been laid off, or those re-entering the workplace after raising children, are invited to take advantage of the JVS Toronto programs.

Retaining or recruiting older

workers remains an uphill fight. Although age is a protected ground under the Ontario Human Rights Code, age discrimination can occur when people are being considered or interviewed for a job opening.

Despite people living longer and enjoying more vitality than previous generations, myths about older workers prevail—that they are not as productive, less flexible, and slower to learn new skills than their younger counterparts. An employer's values and implementation of human resources policies play a key role in keeping mature workers in work.

At the same time, Caswell believes job seekers must manage their expectations while keeping a positive and open attitude. "We remind our clients that the components of a successful job search are the same whether you're 22 or 62: take risks, don't let the "no's" get you down, be willing to give it your all, have a great outlook, and network, network, network. When people get to know you, they see the person not the age," she said.

For more information please contact Amanda Batchelor, Marketing Dept., JVS Toronto, at [abatchelor@jvstoronto.org](mailto:abatchelor@jvstoronto.org).

## JVS Los Angeles Addresses Needs of Older Workers

*“I’m just too old. No one’s going to want to hire me.”*

*“Inside I think and feel like I’m still in my 30’s but all the employers see is my aging body.”*

*“All the kids out of college have current skills. How am I supposed to compete with that?”*

These are just several examples of the trepidation expressed by participants during the first session of *MaturAbility: Working Stronger Working Longer*, a new workshop series created and presented by Jewish Vocational Service Los Angeles.

The concern aired by these participants is legitimate and far from isolated. A survey conducted by the Society for Human Resources Management found that two-thirds of U.S. employers don’t actively recruit older workers, more than half do not actively attempt to retain key ones and 80 percent do not offer any special provisions (such as flexible work arrangements) to appeal to the concerns of mature workers. An article in the Los Angeles Times stated, “People who are age 50 or older all over the nation are quietly being sent out to pasture, many at the top of their form professionally and intellectually.”

JVS Los Angeles has observed a steady increase in older job seekers due to layoffs, forced early retirement and unexpected financial needs experienced following voluntary retirement. By the time many find their way to JVS, they are depressed, lack confidence and self-esteem and are in serious financial trouble.

Generously supported by a grant from Northrop Grumman, JVS Los Angeles has created a program

to support the very particular needs of the older worker. Developed by JVS-LA career counselors Bobbi Yanke and Rachelle Cohn-Schneider, *MaturAbility: Working Stronger Working Longer* is designed to help participants assess at mid-life their skills and accomplishments, how their anchor values may have shifted, and identify employment goals that will satisfy their intellectual, financial and personal needs. Particular attention is paid in the workshop series to boosting self-esteem and self-confidence and getting past the barriers that, unfortunately, older workers continue to frequently face in the pursuit of employment.

Delivered in ten sessions over the course of five weeks, key series components include Great Expectations, which deals with the myths and realities of the mature worker; Program Self for Success; Taking Stock: The World of Work and You; Goal Setting and Decision Making; and Financial Planning.

In addition to this curriculum, participants are invited to participate in computer training appropriate to their needs. Many have taken advantage of the opportunity to learn or brush up on use of e-mail, attaching and uploading documents, and navigating the Internet to make use of helpful career-related sites and on-line job postings.

Feedback from program participants has been overwhelmingly positive. Comments have noted the depth and breadth of program content, value and enjoyment of the varied exercises, expertise and professionalism of the facilitators and the contributions and learning gained from their fellow participants.

For more information please contact Bobbi Yanke at [byanke@jvsla.org](mailto:byanke@jvsla.org) or Rachelle Cohn-Schneider at [rcohn@jvsla.org](mailto:rcohn@jvsla.org).



## F·E·G·S' First Thypin Oltchick Institute Seminar On Women's Business A Resounding Success

Gertrude Thypin Oltchick, a highly successful businesswoman and entrepreneur for more than 60 years, welcomed an overflow crowd of more than 100 women who attended the recent seminar, *Own Your Future: Starting a Business*, the first event sponsored by the new Thypin Oltchick Institute for Women's Entrepreneurship @ F·E·G·S.

"You have come to the right place," Mrs. Oltchick told the audience. The Institute was established at F·E·G·S Health and Human Services System by the Thypin Oltchick family to honor Mrs. Oltchick, one of the first women in the steel business. Together with her brother, David, she helped build the Thypin Steel Company into one of the East Coast's largest steel distributors. Mrs. Oltchick is also one of the founders of Women in Construction and is active in many Jewish community and industry causes.

"Whatever business you're in, you've got to love it," she said. "It may be hard work. But it should be a labor of love." She told the women that sometimes it becomes a challenge to balance all the priorities in your life, but you might find it easier and less pressured when "the only boss you have to please is yourself."

She had words of advice for would-be entrepreneurs. "First, you must know your product better than anyone else. Second, you must buy right, to get an edge on your competition. Third, you must choose your staff well, pay them fairly, and keep them happy so they will stay with you."

"The Institute is the next logical step for F·E·G·S," said Al Miller, Chief Executive Officer of F·E·G·S.

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L-R Al Miller, Chief Executive Officer, F·E·G·S; Gail Magaliff, Chief Operating Officer, Human Services, F·E·G·S; Virginia Cruickshank, Senior Vice President, Employment Training, Education and Youth Services, F·E·G·S; Mrs. Gertrude Thypin Oltchick; Stuart Oltchick, Board of Directors, F·E·G·S; and Fabianne Gershon, Director, Thypin Oltchick Institute for Women Entrepreneurship @ F·E·G·S.

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“We have significant employment services initiatives that place thousands of individuals in jobs each year, and the Thypin Oltchick Institute enables us to move into a new arena, which is to assist those who want to become the employers and the new entrepreneurs.”

The program included presentations from several experts in business development, who discussed the wide range of concerns on which a prospective business owner must focus: developing a business plan; legal structure; financing; marketing and sales; using the internet; understanding day-to-day business operations, and more. Each speaker explained how their organization offered courses, expert advice, and mentors to assist would-be entrepreneurs.

Comments from participants were highly complimentary: “The speakers were excellent,” said one participant, “and I now have a real sense of what it takes to start my own business.” Another said, “I never realized there were so many sources of help out there.”

The Institute is headed by Fabianne Gershon, a successful entrepreneur who ran a number of businesses, including her own public relations firm. Ms. Gershon will help women assess what they need to run their own business and to assist them in finding the most reliable experts and services from the hundreds available in New York.



Featured speakers at the seminar included (L-R) Max Wagner, Vice Chairman, SCORE, Chapter 1000; Nancy Caballero, Program Manager, Workshop in Business Opportunities; Martha D. Soffer, Business Development Specialist, U.S. Small Business Administration (New York District); and Joan Bartolomeo, President, Brooklyn Economic Development Corporation and Business Manager of the Regional Economic Development Assistance Corporation.

*“We never knew there were so many resources available and opportunities to help us start our jewelry business. We learned it is a step-by-step process and we are ready.”*

*Rivkie Klein and Gila Obadia,*

*Thypin Oltchick seminar participants*

For more information please contact Fabianne Gershon at (212) 366-0033 or [ownyourfuture@fegs.org](mailto:ownyourfuture@fegs.org).

## **JFVS Louisville Serves the Mature Worker Population**

Through a generous grant from KIPDA (Kentuckiana Planning and Development Agency), Jewish Family and Vocational Service of Louisville is now providing career planning and employment services to mature workers 60 and older. Clients come from diverse backgrounds and require a variety of services. Some are finding themselves out-placed late in life and are looking for full-time employment. Others have retired and are looking for part-time, retirement careers. Some are seeking activities or volunteer positions to create a more meaningful retirement. Services are tailored to the individual job seeker and include career counseling, assessments, career decision-making, career action-planning and job coaching.

The over-60 age group is an important and growing segment of the population. The first baby-boomers will turn 60 this year. The Mature Worker Package was the first career services program at JFVS aimed exclusively at this population. This population faces certain challenges that younger job seekers often don't encounter. For example, many of the participants in the Mature Worker Package have never before written a resume, haven't interviewed for a job in many years, and have little understanding of the changing job market and changing job search process.

These issues are addressed in counseling and job coaching sessions. Many mature workers have had little exposure to computer technology and lack confidence in their ability to acquire the necessary computer skills to reenter the job market. It is sometimes necessary to spend time training these clients in the use of on-line job search techniques or to make referrals for basic computer training. Some clients require jobs with reduced hours or less strenuous work conditions. These issues are addressed during action-planning sessions. While the program creates challenges for both staff and clients, it has been rewarding and successful. Clients who have completed the counseling process have had positive outcomes in the form of returning to full-time employment, finding part-time work opportunities in retirement, or participating in volunteer positions.

In a separate but related initiative, JFVS staff is collaborating with AARP of Kentucky on a pilot project that involves a series of career workshops. Among other things, this 50 Plus Workshop series has helped JFVS to broaden its relationships with the AARP National Employer Team, a group of employers who have made a commitment to hire and accommodate the needs of mature workers.

JFVS is planning to expand services to this segment of the population by gearing more of our career counseling services to fit the needs of mature workers and retirees. The agency is discussing other possible collaborative efforts with AARP and also exploring the development of an assessment tool tailored specifically for mature worker and retirement counseling.

For more information please contact JFVS Career Counselor Leslie Sanders, M.Ed., at (502) 452-6341 x334 or [lesliesanders@jfv.com](mailto:lesliesanders@jfv.com).



## JFS Columbus Contract Helps Place Dislocated Workers

Beginning May 1, 2006 Jewish Family Services Columbus (JFS), received a one-year contract from Central Ohio Workforce Investment Corporation (COWIC) to provide employment and training services to dislocated workers.

“A dislocated worker is someone who has recently lost their job through no fault of their own, generally due to company restructuring,” said JFS Director of Career & Workforce Development Jennifer Marshall. “The COWIC contract definitely increases Jewish Family Services capacity to assist this population.”

JFS’ new program, so aptly called S.U.C.C.E.S.S., stands for Strategic Utilization of Career Centered Support Services, with free services available to anyone (men or women) who either resides in Franklin County or whose former place of employment is in Franklin County.

JFS’ S.U.C.C.E.S.S. Coordinator Karen Hughes stated, “Individuals cannot get the services we are offering this target market anywhere else in Colum-

bus, without paying significant dollars. In addition to our job placement services, we offer career assessment, resume preparation, a job club, job development and computer training.”

The main goal of the program is to assist individuals in quickly becoming reemployed after being dislocated. Most of the individuals who fall in this category have been in mid-level to management professions. Ideally, JFS will aid them in finding a similar position with similar wages.

“The strong relationships that JFS has developed with businesses around Columbus helps us find open positions and strong matches,” added Hughes.

Stipulations of the contract include recruiting 92 individuals over the course of the year with 80 percent placement. To date, the S.U.C.C.E.S.S. program has 30 participants with five having already been placed in new jobs.

For more information, contact Chuck Weiden, Executive Director, JFS Columbus, at (614) 559-0175.

## JFS Columbus Awarded CARF Accreditation

CARF (Commission on Accreditation of Rehabilitation Facilities) recently announced that Jewish Family Services Columbus (JFS) has been accredited for a period of one year, through August 2007, for its Case Management/Services Coordination: Mental Health (Adults); Outpatient Treatment: Mental Health (Adults); Outpatient Treatment: Mental Health (Children and Adolescents); Prevention/Diversion: Mental Health (Children and Adolescents); Employment Services: Community Employment Services: Job Development; Employment Services: Employee Development Services; and Employment Services: Employment Skills Training Services programs. This is the first accreditation that the international accrediting commission has awarded to JFS Columbus.

This accreditation outcome is awarded to organizations that, on balance, demonstrate that the persons served are benefiting from the services. An organization receiving a One-Year Accreditation outcome

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## JFS Columbus Awarded CARF Accreditation

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has put itself through a rigorous peer review process and has demonstrated to a team of surveyors during an on-site visit that it is committed to conforming to CARF's accreditation conditions and standards. Further, an organization accredited for one year shows progress toward conformance to the commission's standards, and it is to be commended in its quest for quality programs and services.

CARF is an independent, not-for-profit accrediting body whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process that centers on enhancing the lives of the persons served. Founded in 1966 as the Commission on Accreditation of Rehabilitation Facilities, and now known as CARF, the accrediting body establishes consumer-focused standards to help organizations measure.

For more information please contact Chuck Weiden, Executive Director, JFS Columbus, at (614) 559-0175.

## JFS Columbus Fulfills DOL Women's Bureau Grant Requirement for Program to Help Women Age 40+ Achieve Goals

JFS Columbus' Career & Workforce Development department received a grant this past July from the Department of Labor Women's Bureau to help women 40 years or older that are in a transitional period of achieving their goals of either obtaining employment, entering a degree program or starting their own business. The first quarter requirement of the grant was to recruit 65 women to the program by the end of September, which was fulfilled. As the grant moves throughout the year, additional stipulations helping women meet their goals will be required. *Working Women in Transition* is a free program open to all women in this age population.

"This is a wonderful opportunity for women in this age category who are looking for additional resources to assist them with different obstacles often involved with a job search," said April Walters, JFS

career consultant and coordinator of *Working Women in Transition*. Participants in the program receive user identification and passwords allowing them to access two different web sites designed to offer resources and provide helpful information about job searching and themselves. One of the web sites also has a mentor link which enables the women to seek other women who may help guide them.

In addition, the program keeps the women apprised of various training and seminar opportunities, and upcoming job fairs. Participants also receive one free year of dial up service available through AOL.

For more information please contact Chuck Weiden, Executive Director, JFS Columbus, at (614) 559-0175.

## JFS Columbus Wins Psychologically Healthy Workplace Award

Jewish Family Services Columbus (JFS) was notified in September that the agency is one of five statewide winners to receive the 2006 Ohio Psychological Association's (OPA) Psychologically Healthy Workplace Award at an event in October. The award recognizes businesses and organizations that demonstrate a commitment to the psychological health and well being of its employees.

Each applicant was judged on the following five criteria: employee involvement, employee growth and development, health and safety, employee recognition and work-life balance.

"There are many benefits to having a psychologically healthy workplace including greater job satisfaction and recruiting advantages for companies," said Gerald J. Strauss, Ph.D., OPA President. "Last year, we recognized three companies for their commitment to a psychologically healthy workplace, and we hope that more companies have made this same commitment. These organizations serve as models for other businesses."

Jewish Family Services uses a variety of ways to make the work environment psychologically healthy, including, but not limited to employees serving on agency committees such as Quality Assurance, Safety, and Social; participation in an Annual Employee Satisfaction Survey that is reviewed and discussed; the availability of flexible hours; and taking part in programs and conferences both at work and outside of work to enhance their skills. The executive director's door is open and he can often be found visiting staff in their work space.

Care and concern is given to the physical and mental

well-being of each employee who also has access to the agency's services. Employees' successes, birthdays, and anniversaries with the agency are noted at monthly staff meetings. Life cycle events are honored with breakfast, lunch and dessert potlucks. The staff looks forward to the annual holiday party held in December and the "Spring Fling" held in the summer.

According to the OPA, benefits of a healthy workplace can include increased productivity and employee retention rates, recruiting advantages,

*The award recognizes businesses and organizations that demonstrate a commitment to the psychological health and well being of its employees.*

company image enhancement, a better workplace atmosphere, as well as workers who are less stressed and more satisfied with their jobs.

On the other hand, failure to provide a psychologically healthy workplace can impact the bottom line. Employees in an unhealthy environment tend to take more sick days, and the *Journal of Occupational and Environmental Medicine* reports that health care expenditures are nearly 50 percent greater for workers who report high levels of stress.

For additional information, contact JFS Columbus Executive Director Chuck Weiden at (614) 559-0175.

## **JVS Minneapolis Introduces Services for the 50+ Population**

The time has finally arrived. 2006 marks the year the first of the post-World War II baby boomers turns sixty. For decades, this population has determined the course of the economy from providing target markets to making up the majority of the workforce to determining political direction. But, with the graying of America, much of that is behind us, and the boomers themselves must come to grips with the facts of graceful aging and changing vocational and retirement needs.

Even as the boomers move into the ranks of senior Americans, the economy that sustained them for the past four decades is dramatically changing. America has transitioned from a manufacturing powerhouse to a service-driven nation. Secure pensions are a thing of the past, outsourcing has led to a decline in truly lucrative positions and even the granddaddy of them all – Social Security – is under attack, its future not at all clear or guaranteed.

It is in the midst of such social and economic turmoil that JVS finds itself having to adapt its long and meaningful tradition to both keep up with the times and, more importantly, effectively fulfill its mandate to serve both its clients and the community in which they live. Minneapolis JVS is in the process of adopting a three-pronged program to do just that. Like the three legs of a tripod, these multiple approaches will provide the stability, both to the agency and its clientele that will assure survival and prosperity as JVS Minneapolis moves through this tumultuous time in history.

Keeping in mind that this is a work in progress, here is a preview of the three distinct, yet integrative, approaches JVS is developing to assist those in the population of 50 and older:

- Funded by Hennepin County, the West Hennepin Community Outreach Program (WHCOP) is a two-year undertaking originally designed to assess vocational needs in the outer rings (outside the Minneapolis “beltway”) of the county. This area has only one-fourth the population of metropolitan Minneapolis, but its geographic area is almost identical. Though the project was not initially targeted as a program for mature adults, more than 80 percent of those participating in outreach meetings held in local public libraries are over 45 years of age and have been caught up in a cycle of unemployment, underemployment and dislocation. Too affluent to tap into public assistance and too young for senior services, these experienced adults are beginning to slip through the holes of our social safety nets. JVS is attempting to help them develop coping strategies, focus job searches, and create concrete ideas about how to pursue their need for meaningful work and sufficient income.
- Funded by federal Department of Labor resources, the Senior Community Service Employment Program (SCSEP) involves retraining low-income seniors, 55 and above, to work in non-profit organizations and acquire new skills as they transition into permanent positions. Though the program involves both income and geographical constraints, it is becoming a source of optimism for many who were beginning to lose hope.

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## JVS Minneapolis Introduces Services for the 50+ Population

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- JVS also has on its staff one of only two certified 2Young2Retire facilitators in the state of Minnesota. This innovative program, aimed at opening up new vistas for long-time workers either looking to retire or transition their careers, was founded by Howard and Marika Stone of Florida and currently has a national presence in 25 states and two Canadian provinces. About this time of life, Stone says, "People get into depression, with a big-time loss of identity. It's important to start thinking about this before you hit the wall. We try to get people to wake up to the possibilities, the advantages of aging." To JVS, this seems most congruent with our desire to understand and serve the needs of our older clientele and we are creatively trying to find ways to integrate the 2Young2Retire paradigm into our approach.

The changing demographics of our nation are both subtle, yet of historic proportions. More than ever, Minneapolis JVS believes its future to be tied to our service for all ages and economic strata in our community. The integration and continuing enhancement of all three of the above programs into the essential infrastructure of the JVS system may prove pivotal in creating a viable model, another century of service, and a lasting legacy for our agency, proving that neither people nor organizations are ever too old to make a difference.

For more information please contact Cris Roman, Outreach Coordinator, at (952) 417-2127 or [roman@jvsmn.org](mailto:roman@jvsmn.org).

## IAJVS Receives New Financial Services Grant

IAJVS is pleased to announce that we received a \$1 million High Growth Job Training Initiative grant from the U.S. Department of Labor for a national collaboration with the financial services sector.

Three IAJVS members—JVS Los Angeles, JVS MetroWest, and JVS San Francisco—will collaborate on this two-year grant to build the capacity of the banking sector to attract, employ, and retain workers with disabilities through pre-employment assessment, training, and mentoring. Partnerships are already in place with several financial services companies, including Wells Fargo and Mellon.

“IAJVS is excited to be part of the President’s High Growth Job Training Initiative, and in particular to be working in the financial services sector,” said IAJVS Executive Director Genie Cohen. “We are grateful to the U.S. Department of Labor for giving us this opportunity to play an integral role in advancing the skills and employment prospects for individuals with disabilities.”

For more information please contact Rachel Petru at [petrur@iajvs.org](mailto:petrur@iajvs.org) or (215)854-0233.

## JVS MetroWest Coun Center Serves Mature Workers In All Shapes and Sizes

JVS MetroWest, NJ established The Ronald I. Coun Center for Services to the Aging in 2005 to honor Ronald I. Coun, the agency's fourth Executive Director, for his forty years of service to JVS and the MetroWest community. The Center, which reflects Ron's longstanding interest in and commitment to issues affecting older adults, encompasses the agency's varied programs and services for seniors. It is designed to enable JVS to respond better to the needs of the aging members of the MetroWest community and to develop and deliver a broad range of services for this growing population.

The Coun Center's longest running program is the Work Activity Center at the community's nursing home; Ron's first position at JVS was managing this program. Over 130 frail elderly are served at the home each year. The Center provides these mature

in a protected setting among their peers, for which they earn a paycheck and retain their dignity as contributing members of society.

The JVS Work Center on Aging, another program of the Coun Center, was the first vocational rehabilitation program in the State of New Jersey to serve people with disabilities over the age of 55. Ron was instrumental in designing and developing this program where older clients work alongside their younger co-workers and receive vocational counseling, work adjustment training, extended employment opportunities, skills training, and job placement services.

The Coun Center also encompasses programs that serve the vast majority of seniors who have a strong desire to remain in their own homes for the maximum time possible and "age in place." JVS MetroWest initiatives such as the Caregiving Companions Program, which provides non-medical assistance to the frail elderly, and the Home Maintenance Solutions Program, which provides basic home repairs and "fix-it" help in the home, are designed to meet the needs of these seniors by utilizing the "well elderly" whenever possible to serve the "frail elderly."

The JVS Maturity Works program is predicated on the strong positive relationship between employment and health. The leading edge of the Baby Boom generation will reach the traditional retirement age of 62 in January 2008, which is only one year away. Studies by AARP and

*The Ronald I. Coun Center will help MetroWest residents enjoy the last decades of their lives in dignified, meaningful ways and will assist them in meeting the challenges that come with insufficient finances, decreasing independence, and declining health.*

workers with the opportunity to remain physically and mentally active by engaging in meaningful work

in a protected setting among their peers, for which they earn a paycheck and retain their dignity as contributing members of society.

*(Continued on page 15)*

## JVS MetroWest *Coun Center* Serves Mature Workers In All Shapes and Sizes

*(Continued from page 14)*

others consistently report that upwards of 80 percent of seniors plan to work in retirement—some because they have to in order to remain financially independent and others because they choose to in order to remain active and engaged in meaningful activity. In its four years of existence, Maturity Works has clearly demonstrated the physical and emotional health benefits to be derived by mature job seekers through the provision of specialized vocational counseling and job placement services designed to provide appropriate supports and meet the practical vocational needs of this population. Approximately 300 individuals annually reap the benefits of the Maturity Works program—and the demand for its services is projected to increase.

The JVS Volunteer Corps, another program of the Coun Center, also meets the needs of many Baby Boomers as it provides about 60 mature men and women with the opportunity for “Civic Engagement,”—to serve as one-on-one ESL and Basic Skills tutors, quality control assistants in the Work Center on Aging, mentors, computer instructors, guest lecturers at employment workshops, job interview coaches and job developers. This program will be modified and expanded to continue to address the evolving vocational interests of this group as they ease toward full retirement.

Older émigrés pose a particular challenge for the community. In addition to all of the problems of aging experienced by their American born counterparts, émigrés have the additional problem of limited

English language proficiency. As a result of the Personal Responsibility and Work Opportunity Reconciliation Act, they must become United States citizens within a narrow time frame or lose critical federal benefits such as food stamps, SSI, and Medicaid. Citizenship Assistance and Case Management Services for older refugees and immigrants enable these individuals to: acquire the citizenship education and application assistance needed to become United States citizens; acquire the life and language skills needed to maintain an independent life style; learn about the social support services available to them through the government and the community and how they can access these services; and obtain paid or volunteer jobs. More than 135 older émigrés are served in the program each year.

The creation of the Ronald I. Coun Center for Services to the Aging is a powerful embodiment of Maimonides’ highest degree of charity, which directs JVS MetroWest to help its clients become economically self-reliant, productive citizens, and reflects Ron’s commitment to helping the most vulnerable members of our community. The Ronald I. Coun Center will help MetroWest residents enjoy the last decades of their lives in dignified, meaningful ways and will assist them in meeting the challenges that come with insufficient finances, decreasing independence, and declining health.

For more information please contact Leonard Schneider, Executive Director, JVS MetroWest, at (973) 674-6330 x 255 or [drlen@jvsnj.org](mailto:drlen@jvsnj.org).

## JF&CS Atlanta Awarded Kinship Care Navigator Grant

Jewish Family & Career Services Atlanta has been awarded a \$70,000 grant to fund the Kinship Care Navigator Program this year. Last year, JF&CS piloted the program in Atlanta and the success was widely acclaimed. It is exciting that this accomplishment and contribution to the community has been recognized with the renewal of the program in collaboration with the Department of Human Resources Department of Aging Services.

This innovative program is for mature workers over 50 who are trained as employees in the Department of Family & Children Services (DFCS) offices where they provide support and resources to help grandparents and other relatives who are raising grandchildren maintain and strengthen their families through access to appropriate resources.

The program matches trainees to local DFCS offices where they learn to assist relative caregivers who are seeking community services or resources, particularly for grandparents raising grandchildren. In the selection process, priority is given to potential participants who have received assistance, have prior experience working in the social service system, or are raising their grandchildren.

The program provides paid training for the participants and results in their learning marketable skills for a career that provides a living wage. In this way the trainees learn to be effective resource guides in order to help other relative caregivers navigate the service systems, and better access resources, and at the same time, launch a new career that helps them become self-sufficient.

In the pilot, all trainees in the program received permanent jobs with DFCS offices in 10 Metro-Atlanta counties. Elements that contributed to their success include personal development workshops and com-

puter training facilitated by JF&CS, as well as provision of gas cards, lunch cards and clothing for work.

One of the trainees in the pilot was an evacuee of Hurricane Katrina who came to JF&CS looking for a job and was selected for training in the Kinship Care Navigator Program. The program coordinator was able to place her in a DFCS office near her new home which was a factor in her success, since she was starting over in Atlanta. This client applied herself and excelled in her training position, and was offered a full-time position in her DFCS office as their Kinship Care Liaison. The program provided her paid training, a stable transition and a new career during a challenging time in her life.

JF&CS is proud to direct and foster the Kinship Care Navigator Program for the Atlanta community, and we anticipate excellent results for our clients and employers again this year.



For more information please contact Paula Chandler, Director, Career & International Services, JF&CS Atlanta, at (770) 677- 9442 or [pchandler@jfc-atlanta.org](mailto:pchandler@jfc-atlanta.org).



## JVS Boston Helps Baby Boomers With the Next Stage of Their Lives

As we have been reading in the media, the Baby Boomer generation will live their 'bonus years' much differently than their parents did. Surveys indicate that while 76 percent of boomers intend to keep working and earning in retirement, on average they expect to 'retire' from their current job/career at around age 64 and then launch into an entirely new job or career. Yet, sadly, many boomers spend more time planning their next vacation than they do planning the next 20-30 years of their lives.

To help boomers navigate the next stage of their lives, JVS Boston has been establishing new programs, services and collaborations.

This Fall, their Career Moves division, which serves professional level job seekers and career changers, offers four new programs. The first is a moderated panel—*Generations at Work: Age Matters in the Workplace*, featuring former Career Moves clients. The panel will be introduced and moderated by Michael A. Smyer, PhD, co-Director of the Center on Aging & Work/Workplace Flexibility at Boston College, a research center that partners with business leaders to prepare for the opportunities and challenges associated with the aging workforce.

This program will be followed up by a Career Moves workshop entitled *Maximizing Your Value in*

*the Workplace* that will help participants reject the negative myths around the mature worker and position themselves as strong contenders in the new workplace.

The third program will feature career expert Richard Fein, of the Isenberg Center of the University Of Massachusetts and author of the new book *The Baby Boomer's Guide to the New Workplace*.

And the final program in JVS Boston's kick-off season is an introduction to *2Young2 Retire: Recharging and Rebalancing for Your Bonus Years*, with Howard Stone, co-author of *Too Young to Retire: 101 Ways to Start the Rest of Your Life*. Howard will be joined by Career Moves' newly certified 2Young2Retire facilitator, Martha Plotkin.

According to Judy Sacks, Director of Career Moves in Boston, "In addition to providing information and strategies for our clients as they navigate the next 20-30 years, we are also focused on positioning JVS as a major player at the table of workforce service providers addressing the opportunities and challenges of an aging workforce."

For more information please contact Judy Sacks, Director, Career Moves, JVS Boston, at (617) 399-3129 or JSacks@JVS-Boston.org.

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**Socially Responsible  
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**WHO WE ARE:** The International Association of Jewish Vocational Services (IAJVS), a not-for-profit membership association, links 27 social service agencies in the United States, Canada, Israel, and Argentina that provide a wide range of educational, vocational, and rehabilitation services.

**WHAT WE DO:** Through our member agencies, individuals seeking to improve their lives gain access to a vast array of services such as career management, skills training, rehabilitation programs, and health services. Each year, the IAJVS family of agencies—with a combined budget of over \$395 million—serves more than 350,000 individuals from across the social strata, including persons with disabilities, dislocated workers, people changing careers, recent college graduates, welfare recipients, refugees, older workers and the elderly. Since its founding in 1939, the IAJVS network has assisted over 16 million individuals, from both the Jewish and non-Jewish communities.

**OUR MISSION:** The International Association of Jewish Vocational Services strengthens the capabilities and capacity of its member agencies to increase economic self-sufficiency, independence and build a productive work force of its constituent clients.

**IAJVS Website**

**Updated With New Features**

The IAJVS website has new features that we would like you to know about. There is now a link that features all of the IAJVS press releases in one location. Also, all of the 2006 IAJVS Annual Conference presentations have been uploaded to the website so that they are available to the network. Please contact Rachel Petru at petrur@iajvs.org if you would like the password to view the presentations.