

Fall, 2002

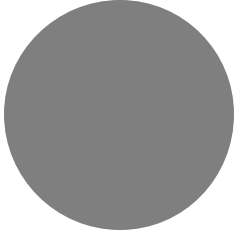
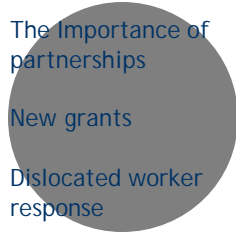
e-Lights

Association of Jewish vocational service professionals

An electronic publication of AJVSP - an affiliated professional association of the Jewish communal service association

Special Topics:

- The Importance of partnerships
- New grants
- Dislocated worker response



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Editors: Elizabeth Toups & Leah S. Abrams, JVS San Francisco. To submit articles for future newsletters, please email Elizabeth at etoups@jvs.org.

From the President

Leah Rosenbaum

As the newly elected President of AJVSP, it is my pleasure to wish you all a Shana Tova as we begin another exciting and challenging year. For those of you I have not yet been able to meet, let me begin with a brief introduction. Like many of you, I remained a less than active AJVSP member for several years, before coming to my first annual conference and quickly getting absorbed into the benefits of our peer relationships. Since that time, I have served on the Board and as Vice President for the past 2 (or is that 3) years.

I began my career at JVS in Detroit as a Rehabilitation Counselor more than 20 years ago during a transitional time in my life. I gave the Agency a 1-year commitment, as I contemplated to which warm location I would move. Fortunately/unfortunately, I found my career niche and still haven't moved on. This was fortunate as this has truly provided a match between my commitment to the Jewish community and my passion for helping people find success in the world of work. (Unfortunately, because I am now bracing for another Michigan winter!)

Over the years, I have had the opportunity to work in various positions throughout the Agency, including services to people with disabilities, career counselor for the general community and have served as the Chief Operating Officer for the past 8 years – a challenge I continue to enjoy. In my spare time, I am also a CARF surveyor. Outside of my work life (if there is such a thing), I am married, have two daughters who are 15 and 10, and a 100 pound golden retriever.

I am thrilled to be part of our 2nd e-Lights. This electronic version of its predecessor, Chailights, lets us maintain a forum for communication among staff members of our agencies, while keeping down the ever increasing costs of printing, mailing, etc. Special thanks go to Elizabeth Toups from San Francisco JVS for serving as Editor. Clearly, one of the benefits of this e-format is that we can send out e-Lights with whatever frequency seems most

appropriate to disseminate the information and/or articles submitted. To make it as easy as possible for you to share your new programs, best practice models, etc. among our colleagues, please note that you can reach Elizabeth Toups at etoups@mail.jvs.org. The more information she receives, the more frequently we can share information across our network. So don't wait until a call goes out for e-Light submissions – keep the information flowing.

If you weren't able to join us at the AJVSP/IAJVS annual conference in Toronto, you missed another exciting meeting and opportunity to spend time together. The AJVSP Board meeting was well attended by Board members and non-members alike. As unanimously approved, the following slate of officers will serve AJVSP for the coming year:

- President..... Leah Rosenbaum of Detroit
- First VP Nancy Fisher of Metro West
- Second VP Linda Ehrenreich of Pittsburgh
- Secretary..... Barry Wolfson of Cincinnati
- Treasurer..... Larry Greenbaum of Minneapolis

Board:

- Lauralee Bernstein JF&CS Atlanta
- Guy Breshahan JVS Boston
- Claudia Finkel..... JVS Los Angeles
- Karol Friedman JVS Detroit
- Sylvia Goldsmith... JCS South Florida
- Judy Sacks JVS Boston
- Carla Richert JVS Minneapolis
- Jennie Rothschild. JVS Baltimore
- Elizabeth Toups JVS San Francisco
- Jeff Weiner JVS Cincinnati
- Linda Zamer JVS Metro West



JVS Detroit receives grant from the Jewish Women's Foundation

Karol S. Friedman, Vice President Career Development & Employment Services, kfriedman@jvsdet.org



Developing self-esteem in Jewish Day Schools

Personal and Career Awareness for Girls will 100 serve girls attending Jewish day schools by providing interactive, hands-on activities which will help them to build self esteem; identify their unique, personal styles; learn about their aptitudes and to understand how those aspects of their character relate to personal relationships and career choices.

The program consists of a six-hour series scheduled to occur in four different day schools. It will offer the girls an opportunity to develop personal insight through use of the instrument True Colors, an objective career interest and aptitude inventory that guides students towards compatible educational and career areas, and an introduction to methods of career exploration, including a demonstration of text and online educational and occupational resources.

JVS staff will be deployed to each school and work with the students in classroom or other settings based on school choice. Partnerships have been developed with principals and faculty at each school, enhancing JVS' relationship with them in addition to offering students services and programming not usually available within the private school setting.



JVS Minneapolis serves 1,700 dislocated workers.

JVS Minneapolis Provides Services to Dislocated Workers

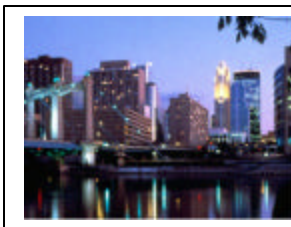
Leah Temkin

JVS Minneapolis has been providing a growing array of services to laid-off workers with the help of funding from the state Department of Trade and Economic Development. In the past year, JVS Dislocated Worker Program has provided career assessment and counseling, retraining, and re-employment services to more than 1,700 participants.

Due to the economic slowdown, and especially the layoffs in the high-tech and telecom industries, the demand for dislocated worker services has increased exponentially in the past year. As the number of projects grows, funding levels remain stagnant or decrease. In order to ensure preservation of the program, JVS has teamed up with Jewish Community Relations Council in lobbying the state legislature for additional funding allocations.

A unique feature of this program is that, unlike most other programs, it is funded project by project. This means that JVS has to compete for new projects with other service providers in order to ensure the revenue stream.

JVS Minneapolis is currently working on seventeen different projects. These projects include layoffs from manufacturing companies, telecom and "dot-com" companies, as well as financial services and high-tech companies. In addition, we are working with seventeen other providers on a statewide, federally funded special project that provides services to the dislocated employees of the airline industry who lost their jobs as a result of the events of September 11.





The Community of a Community Technology Center

Leah S. Abrams, Client Services Manager, labrams@jvs.org

When JVS received a Department of Education Community Technology Center (CTC) grant two years ago, we were ecstatic at the opportunity to build our existing computer drop-in center and to open our doors to a broader community. At the same time, the grant posed great challenges: How would we outreach to these new communities? Where would we serve them all? Could we fulfill the high goals we'd set for ourselves? Two years later, we are not only reaching our goals, but surpassing them. Most importantly, we have learned a great deal about partnerships within the local non-profit community and the people who can benefit from our services.

The most challenging aspect facing us at the beginning of the grant cycle was a pledge to work with local community-based organizations to provide computer access and training in various low-income neighborhoods throughout San Francisco. This would mean branching out not only from our downtown location, but also from the populations of people with whom we are so accustomed to working. Early on, we were fortunate enough to meet with some people from the San Francisco Beacon Center Initiative. The Beacon Centers are located in high schools and middle school throughout San Francisco and offer a wide array of after-school programming, including computer classes. We all quickly saw a natural fit – the Beacon Centers already had computer labs and they offered a place for younger children to participate in activities rather than be left alone, a concern expressed by many adults interested in computer classes. At the same time, JVS had the experience of running training programs for adults, an area the Beacon Centers were hoping to explore. Three of the Beacon Centers became our first partners, and we have continued partnering with two of them on a regular basis. The adults in the community are thrilled to have computer classes available close to home and in conjunction with an organization that they already know and trust.

Once the word got out that JVS was expanding its scope of services, we got an overwhelming response from other community organizations looking for a way to incorporate accessible computer classes for adults in their communities. Early surveys of many of our own clients told us that a significant hindrance for those wanting to improve computer skills in order to communicate more effectively and advance in their careers was the limited access to classes either because the classes were too expensive, conflicted with their work schedules, or were downtown rather than being near home where they could tend to family obligations. A very logical partner became affordable housing providers. Building computer labs into many of their units, these locations had the equipment, the students, and the childcare all set up, but they lacked the instructional capability – another perfect match for JVS. We now work with BRDIGE Housing, Mercy Housing, and the Family School to offer their residents and others in the community free, accessible computer classes. These classes have taken off so well that we now work with three of the BRIDGE Housing sites and two of the Mercy Housing locations on a regular basis.

The people who benefit from these partnerships are those most in need of JVS' assistance, but who have often been cut off from that assistance in the past because of the funding restrictions and schedule constraints involved in our long-term training programs. Now we have a new way of reaching them – of maintaining the quality of long-term training programs while making those skills accessible to more people in more communities. It isn't only the students who benefit from the classes – the staff at JVS and at the partnering organizations also benefit. It has been a wonderful opportunity to learn what is going on in the broader community and how JVS can be more a part of it. The CTC program has opened the doors to various networks such as CTCNet, a national association of CTC programs and the Community Technology Network of the Bay Area. Those networks allow us to exchange information about what's working and where people are struggling, and find new ways to work together to sustain this crucial work. We have participated in local and national conferences and congressional meetings and hearings, all focused on ensuring that the work we've done together to make computers accessible to everyone, regardless of their socio-economic background, is continued. Our Community Technology Center program has really opened up the concept of "community," and we are all more connected because of it.

New Conference Calls to Address Agency Issues

Personal and Career Awareness for Girls will 100 An exciting new round of AJVSP Conference Calls has been scheduled for the fall to address areas of interest and concern for JVS agency departments throughout the country. This is a wonderful opportunity for groups of people with similar interests and concerns to discuss and share ideas, develop new relationships with colleagues and gain information on new developments in the field. We are fortunate to have excellent facilitators to lead these calls. Please reserve the dates of the calls that are of interest to you and join your colleagues in an informative discussion. It's an opportunity you won't want to miss!

Please note: Watch for call in numbers that will be sent via email.

AJVSP Fall Conference Schedule

People with Disabilities

1/24 @ 2:00 EST—Lydia Gray (Detroit), facilitator
Assisting People with Multiple and Severe Disabilities to Achieve Successful Employment Outcomes

9/11 Dislocation Issues

10/29 @ 2:00 EST—Guy Bresnahan (Boston), facilitator
Worker Dislocation after 9/11—Dealing with the Crisis through Early Intervention, Assessment Services and Citizenship Training

10/30 @ 10:30 EST—Allison Ruvo and Jerry Taplet (Phila), facilitators

10/31 @ 2:00 EST—Yaakov Taitz MetroWest, NJ, facilitator
New Frontiers in Assessment: New Choices for Diverse Populations

11/4 @ 2:00 EST—Pam Lipton (Chicago), facilitator
Problems and Solutions in First Job Retention; Discussion of Issues in First Job Loss.

Career Counseling

11/6 @ 2:00 EST—Bobbi Yanke (LA), facilitator
Career Counseling for Women Returning to the Workforce or Seeking Job



Developing New Partnerships: Helping September 11th Victims

Linda Zamer, Director of Career Counseling and Placement, Lzamer@jvsnj.org

Following the tragic events of September 11th, MetroWest JVS was invited by two Jewish Family Service agencies in counties outside of its usual service area, to provide career counseling and placement services to unemployed individuals in their communities who lost jobs as a result of the terrorist attacks.

Traditionally, JVS MetroWest has provided career counseling and job placement services to unemployed residents of eight counties west of New York City. Through grants from several private foundations including one from the United Jewish Communities Disaster Relief Fund developed jointly between IAJVS and the Association of Jewish Family and Children's Services Agencies, and partnerships developed with several Jewish Family Service agencies, MetroWest JVS has been able to expand career and placement services and staffing to residents of neighboring counties in areas greatly affected by the disaster.

Through these partnerships, JVS is providing group and individual vocational counseling and placement assistance in offices shared with its partners and at local synagogues. The clients range from service sector employees in the hospitality and travel industries to support and customer service reps to mid and high-level project managers and management executives. The areas hardest hit by the fallout of 9/11 and the declining economy are high tech, finance, marketing and sales.

Through partnering and collaborating with our neighboring professionals, we have been given the opportunity to help a population greatly in need of our services. In addition, we have been able to accomplish a number of things we would not have been able to do on our own. For example, we were able to gain quick and relatively easy access to existing local service systems and agencies including the YMCA, Catholic Charities, One-Stop offices, and the media which greatly facilitated client referral and coordination of services; develop joint marketing materials; offer joint counseling sessions; share costs; meet new colleagues; strengthen the agency's reputation and image throughout the State; and gain access to potential sources of new funding---to name a few.

While our professional staff is accustomed to assisting unemployed clients who experience the loss of self-esteem and serious financial trauma that often accompany a job loss, nothing could have prepared us for the impact this tragedy has had on the lives of those who suffered the loss of a family member, co-worker or friend in addition to the loss of employment. We as a staff have been tested as never before; at this time of new beginnings, we pray for the strength to continue to meet the challenges that we will undoubtedly face far into the future your service.

By the President of The United States of America, A Proclamation

All of our citizens should have the opportunity to live and work with dignity and freedom. Every October, we observe National Disability Employment Awareness Month, to recognize the talents, skills, and dedication of disabled Americans who are a vital part of our workforce. During this month, we reaffirm our commitment to ensuring that people with disabilities who want to work can receive the training they need to achieve their goal. This year marks the 12th anniversary of the Americans with Disabilities Act of 1990 (ADA). The ADA has allowed disabled persons to participate more fully in our society; and it has opened doors for countless Americans by removing barriers, improving employment opportunities, expanding government services, and regulating public accommodations, transportation, and telecommunications. Much work remains to be done; for many individuals with disabilities still find it difficult to pursue an education, obtain a job, or own a home. My Administration remains committed to helping America's more than 50 million disabled persons to obtain meaningful work and to achieve the ADA's promise of equality of opportunity, independent living, and economic self-sufficiency. Last year, I announced my New Freedom Initiative to promote these goals. It is a comprehensive plan that fosters the full participation of people with disabilities in all aspects of American life. This initiative provides increased access to innovative assistive technologies, expands educational options, increases access to gainful employment, and promotes full access to community life. My Administration continues to enforce the ADA and is working with employers to build partnerships that support creative job accommodations and provide all Americans with meaningful and successful careers. Breaking down barriers requires this kind of cooperative, sustained, and consistent effort. We must continue to work for an America where all individuals are respected for who they are, celebrated for their abilities, and encouraged to realize their full potential and achieve their dreams. By joint resolution approved August 11, 1945, as amended (36 U.S.C. 121), the Congress has, each year since 1945, called upon this Nation to recognize the contributions that workers with disabilities have made, and requested the President to issue a proclamation calling for appropriate ceremonies and activities. NOW, THEREFORE, I, GEORGE W. BUSH, President of the United States of America, do hereby proclaim October 2002 as National Disability Employment Awareness Month. I call upon all government leaders, labor leaders, and employers to collaborate to ensure the full inclusion of our Nation's persons with disabilities in the 21st century workforce. IN WITNESS WHEREOF, I have hereunto set my hand this first day of October, in the year of our Lord two thousand two, and of the Independence of the United States of America the two hundred and twenty-seventh.

GEORGE W. BUSH
