



Frontline Focus Flyer

QUARTERLY NEWSLETTER FOR WORKFORCE PROFESSIONALS



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Welcome . . .

to the first issue of the *Frontline Focus Flyer*! Much has been happening at CJC—and we want to share it with you. Through this newsletter, we hope to keep you up to date on what’s going on here at CJC, as well as provide useful information about best practices and industry trends. For those of you familiar with our past publication, *The Industry Insider*, we hope you’ll be pleasantly surprised by the changes we’ve made.

Thank You . . .

to our funders! With the generous support of the Grand Victoria Foundation and the JPMorgan Chase Foundation, CJC is able to keep fees for training courses affordable for our Frontline Focus participants.

Behind the Frontline . . .

This year, Frontline Focus is celebrating its five year anniversary! From our early beginnings as a brown bag lunch series to our current catalog of course offerings, we have made great strides in our efforts to provide quality training and resources for frontline workforce development specialists. This year, we are especially excited to be involved in the preliminary stages of establishing the Frontline Focus Training Institute. In collaboration with students from the campusCatalyst program at the University of Chicago, we will soon begin drafting a business plan to help us think more strategically about our plans for expansion. Also, over the next several months, we will be working with a team of professionals from the Taproot Foundation to design a new Frontline Focus logo and branding strategy. You can look for that to be unveiled next spring.

We also have exciting news from the classroom: not only are we doubling the number of trainings we offer this year, but we’re adding two new classes to our roster. You’ll still see our standard course offerings related to communicating effectively with employers, working with job seekers who have criminal backgrounds, and understanding the Workforce Investment Act. However, this year, we have added a Pitch Clinic and two courses related to working with youth job seekers and individuals with disabilities. Please see page 4 for more details and to view our training calendar.

Congratulations are in order for our Fall 2008 class of job developer students. On Thursday, November 13, CJC graduated 19 participants from its tenth class of *Skills & Strategies for Working with Employers* (see picture). As graduates of this course, these students join the ranks of over 200 other alums! We are proud of their accomplishments and wish them well in their careers as job developers and beyond.



Please see page 3 for more information on our first annual Holiday Alumni Reunion.

**GRAND VICTORIA
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JPMorganChase

INDUSTRY CORNER: The Green Scene

Since the term “green-collar jobs” was coined, the green industry has continued to gain widespread national attention. Cities across the nation have launched programs and initiatives designed to advance the green collar workforce, and Chicago is no exception.

Generally speaking, the green collar industry is comprised of people and companies involved in practices designed to benefit the environment. Many suggest green collar jobs are simply blue collar jobs that have been upgraded to address the country’s environmental concerns. However, some insist that for a job to be considered truly “green” it not only has to benefit the environment, it also has to provide a family-supporting wage and a clear career ladder.

Given the environmental link, most green collar jobs tend to be local and difficult to outsource. This is good news in the world of job creation. By acting on this trend, the demand for middle-skill workers in areas such as retrofitting, wind and solar power, mass transit, and biofuels will continue to grow. A new report from the Center for American Progress suggests that with a \$100 billion public investment, the U.S. will see total jobs in the green sector increase by 1,999,200.² And, by 2010, green employment is expected to reach 5.8 million jobs.³ In Chicago, the implementation of the city’s comprehensive Climate Action Plan could add 5,000 to 10,000 jobs annually in construction, weatherization, engineering, auditing, and other areas.⁵

Most green-collar jobs tend to be local and difficult to outsource.

Currently, most green-collar jobs require more education than high school, but less than a four-year degree. In Chicago, several training programs have been created to help prepare the city’s most underprivileged workers fill this demand. Graduates of these programs go on to experience greater occupational mobility and easier access to multiple career pathways.



TRAINING PROGRAMS IN CHICAGO

- **OAI**
<http://www.oaiinc.org/et.html>
They have a 12-16 week “Minority Worker Training Program” that allows participants to earn certificates to enter the competitive environmental construction field.
- **Wilbur Wright College**
<http://wright.ccc.edu/departments/etp>
They offer a 6-course, 21-credit hour Building Energy Technologies Certificate Program, accredited by the Illinois Community College Board.
- **Green Build 365**
<http://www.greenbuild365.org>
They have online and on-site training available primarily in green construction.
- **Green Corps Chicago**
Visit the Department of Environment at <http://www.cityofchicago.org>
Over the course of 9 months, program participants – primarily ex-offenders – receive training in one of four separate tracks: landscaping and urban gardening; computer refurbishing and recycling; household hazardous waste handling; and home weatherization.
- **Growing Home, Inc.**
<http://www.growinghomeinc.org/job-training/>
This seven-month training program allows interns to spend four days per week working at different farm sites. Participants learn about planting, cultivating, and harvesting; food and nutrition education; and basic life skills.

GREEN COLLAR JOBS

DEFINITION¹

- blue-collar employment that has been upgraded to better respect the environment;
- family-supporting, career-track, vocational, or trade-level employment in environmentally-friendly fields

POSSIBLE CAREERS

- Electrician who installs solar panels
- Farmer engaged in organic agriculture
- Construction worker building energy efficient, green buildings
- Ethanol plant technician
- Biodiesel maintenance mechanic
- Mass transit dispatcher
- HVAC installer
- Energy efficient automobile assembly worker

SALARY INFO⁴

Sector	Hourly Wage
Energy	\$8.00-\$40.00
Green Building	\$13.00-\$40.00
Food	\$7.00-\$25.00
Transportation	\$10.00-\$18.00
Cleaning	\$7.00-\$13.00
Printing	\$13.00-\$22.00
Recycling	\$8.00-\$32.00

Please visit the Chicagoland Green Collar Jobs Initiative at greencollarchicago.org for more information.

1 Jones, Van. (2008). *Green Collar Economy*. HarperCollins: New York, New York.

2 Pollin, Robert, et al. (2008). “Green Recovery: A Program to Create Good Jobs and Start Building a Low-Carbon Economy.” Center for American Progress.

3 Statistic from <http://www.workforce.com/section/09/feature/25/74/09/index.html> (Accessed: November 18, 2008)

4 Pinderhughes, Raquel. (2007). “Green Collar Jobs: An Analysis of the Capacity of Green Businesses to Provide High Quality Jobs for Men and Women with Barriers to Employment.”

5 Statistic from <http://www.apolloalliance.org/pickmanfeedback.php> (Accessed: November 21, 2008)

Frontline Focus Holiday Alumni Reunion



For the first time ever, Frontline Focus is hosting a Holiday Alumni Reunion for the graduates of our multi-session courses. If you are a graduate of the *Skills & Strategies for Working With Employers* and/or the *Skills & Strategies for Working With Job Seekers With Criminal Backgrounds* courses, we hope you can attend!

WHAT

A party to celebrate your hard work and contribution to the workforce development field and an opportunity to network with your colleagues.

WHEN

Wednesday, December 17
5:00-7:30 PM

WHERE

Elephant & Castle Pub and Restaurant
185 N. Wabash Avenue
Chicago, IL

WHY

Since 2003, CJC has graduated over 200 job developers like yourselves from our multi-session courses. As alumni of these trainings, we'd like to give you an opportunity to reconnect with your cohort and network with other like-minded workforce professionals from other class sessions.

MORE

Appetizers will be provided by CJC. A cash bar with bottled beer, wine, mixed drinks and soda will also be available. A short program with guest speaker, Congressman Danny Davis, will commence at 6:00 PM. Please R.S.V.P. to cheryl@cjc.net.

Best Practice: Retention

Congratulations, your job seeker just got hired! Now comes the hard part: helping them *stay* employed. The following contract is a tool you can use with your job seeker before they even show up for their first day on the job. "What to do Before You Quit" outlines several frustrations job seekers may face. Review these situations together and obtain an agreement from your job seeker that s/he will contact you before quitting. This contractual agreement will help hold your job seeker accountable and hopefully cause them to think twice before walking out on a job!

What to Do Before You Quit

1. Stop. Think. Consult.
If you want to quit after the first hour—stop, think, and consult with a family member or friend. Better yet, call the person who helped you get the job in the first place. Come on, it can't be that bad!
2. Working on the Railroad
You're tired at the end of your first day. You wonder whether you made the right decision to take the job in the first place. Relax and reflect on how far you've come.
3. I like my boss, I don't like my boss
You may not like your boss. Not everyone does. However, it's important to treat your supervisor and coworkers with respect. Be democratic. Seek coaching from your employment specialist.

Frontline Focus Receives Taproot Grant!

Since launching in 2003, the Frontline Focus training program has grown exponentially. Last year alone we offered 11 workshops and courses serving 247 workforce professionals from 110 different organizations. Through this expansion, Frontline Focus has continued to serve as one of the preeminent sources of training for professional staff in the workforce development field. Given this success, we decided it was time to take the natural next step in our evolution and re-brand our programming as the Frontline Focus Training Institute. To help us with this process, we applied for and were awarded a service grant from the Taproot Foundation. Over the next several months, a team of five marketing and graphic design professionals will help us develop a new logo and think through our visual identity and brand strategy. We are extremely appreciative of their help and look forward to unveiling our new logo next spring. Stay tuned!



4. Don't Leapfrog!
A friend shares with you the fact that they're making more than you and that their employer is looking for a few good men and women. Pause. Collect yourself. Jobs will always be out there for you. If you really want to leave, do it with grace (contact your job developer for tips on how to leave on a good note).
5. Don't burn bridges, build them!
Remember: you got this job because someone helped you. Burning bridges may prevent others from getting that same opportunity.
6. Family First
Your family is getting together. However, you're scheduled to work the day of the gathering. Your inclination is to be with family and skip work. Communicate your desire to attend the family function to your employer. Your supervisor may allow you to go home early or approve a day off.

Job Seeker/Job Coach Agreement

As a job seeker, I agree to respect the employer's guidelines and will strive to meet and exceed their expectations. I also agree to openly communicate with my job coach in the event I need help, support, or someone with whom to confide.

X _____ X _____
Job Seeker Job Coach

Wally Smith Honored as CJC Partner of the Year

At CJC's annual meeting, we had the distinct pleasure of honoring Wally Smith of LPM Associates, a long-time contributor and collaborator of the Frontline Focus program. Having helped us develop our original training series, Wally has remained an integral part of our programming. Not only has he helped us develop new courses, revamped and revitalized out-of-date curriculum, but he has also moved us closer to becoming an Institute by creating student manuals and instructor guides for each of our classes. As an accomplished facilitator, Wally makes our curriculum come alive in the classroom. We are proud to count him as one of our partners and honored to present him with this award. We look forward to recognizing his future accomplishments and contributions to CJC.



Upcoming Events

Office Closed

Working Group Meeting
9:30 - 11:30

December 2008						
S	M	Tu	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

January 2009						
S	M	Tu	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February 2009						
S	M	Tu	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

- Intro to WIA
9:00 - 12:30
- Pitch Clinic
9:00 - 12:00
- Holiday Alumni Reunion
5:00 - 7:30
- Job Developer Orientation
9:00 - 4:00

- Working with Job Seekers with Criminal Backgrounds
Time Varies

- Skills & Strategies for Working with Employers
Time Varies
- Working with Out-of-School Youth
9:00 - 1:00

Course Descriptions

Intro to WIA (\$50 member/\$75 non-member)

This half day workshop focuses on raising awareness and understanding of the federal Workforce Investment Act (WIA) and providers' role in the workforce development system. Topics covered include: the five goals of the federal legislation; mandated one stop partners and services; state and local governance including allocation processes; definitions and examples of types of customers and services provided through WIA; and information about performance measures.

Pitch Clinic (\$50 members/\$75 non-members)

This half-day workshop allows job-developers to work in small groups with employer "coaches" to craft, practice and refine their marketing pitch. Specifically, participants learn how to make a professional business impression and get practical, constructive feedback on their approach.

Job Developer Orientation (\$75 members/\$115 non-members)

This full-day workshop is designed for new job developers and workforce development staff who work directly with employers to create opportunities for job-seekers. Participants will be introduced to key skills, strategies and concepts for reaching out to

employers, making good placements, and working effectively in their new role as a job developer.

Working with Job Seekers with Criminal Backgrounds (\$190 members/\$275 non-members)

This multi-session course focuses on specific information, resources and strategies that help job developers work more effectively with clients who have criminal backgrounds. Topics covered include: barriers ex-offenders face when reentering the workforce; understanding employment discrimination and navigating the public benefits, rights, and legal services available to ex-offenders; dealing with expungement and sealing of records; and addressing employer concerns about hiring candidates with criminal backgrounds.

Working with Out-of-School Youth (\$50 members/\$75 non-members)

This half-day workshop focuses on working with out-of-school youth. Topics covered include: addressing youth barriers to employment; understanding the specific challenges in working with "millennial" youth; understanding and addressing employers' concerns in hiring youth; and challenging the stereotypes and barriers job developers bring to the table when working with youth.

Skills & Strategies for Working with Employers (\$315 members/\$450 non-members)

This multi-session course is designed for entry-level job developers who have been in the field less than three years. During this hands-on, interactive course, job developers will learn practical skills and strategies for reaching out to employers and making effective placements. The course will focus on how to build and maintain relationships with employers, how to make good job matches, and how to work most effectively as a job developer.

Working Group (free)

This monthly meeting is held the second Tuesday of every month. Through discussion of local, state and federal workforce and economic development, education and welfare policies, the group works to influence policy creation and implementation and monitor local experiences to effect change. This group is free and open to all workforce development professionals. Please contact Liz Bomgaars at liz@cj.net for more information.

*Please visit www.cjc.net/frontline.php for more information about these trainings. If you have questions about becoming a member of CJC, please contact Cheryl at cheryl@cj.net.



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