

Workforce Development

Manpower's Workforce Development Program

Partnering with businesses, governments, non-profits and individuals, we provide high-growth, well paid, in-demand employment opportunities by preparing the un-employed and under-employed with the skills, competencies and relevant work experience employers require.

Manpower and the Public Workforce System Team Up to Lead in Times of Natural Disaster

Anticipating the Future

Four major hurricanes struck Florida during the 2004 season and major devastation resulted with countless people left homeless and unemployed. More than 28,000 individuals on the Treasure Coast filed unemployment claims, 20,843 of which were for Emergency Disaster Unemployment.

Florida received a National Emergency Grant (NEG) to provide temporary jobs to assist local communities, which suffered substantial damage, in their reconstruction efforts. The Workforce Investment Boards of the Treasure Coast and Palm Beach named Manpower as the NEG partner of choice and Employer of Record. This was the result of a strong relationship Manpower had developed with the Treasure Coast Board, particularly in handling complex initiatives, since the national business partnership with the U.S. Department of Labor was established in 2003.

As a result of these joint efforts at a local level between Manpower and the public workforce system, more than 1,300 individuals were put to work, who otherwise would have been unemployed in the aftermath of the hurricanes. On the Treasure Coast alone, over 60 organizations were able to utilize these workers in their hurricane recovery efforts. Other Manpower offices within the State of Florida were also contacted for assistance, assigning approximately 200 workers to support the objectives of the NEG. Through the NEG, \$7.5 million was channeled into the Treasure Coast economy to help restore communities after the devastation of the hurricanes.

What's Happening Now

When Hurricane Katrina struck viciously on the Gulf Coast in the late summer of 2005, uprooting the lives of thousands of individuals, the Department of Labor approached Manpower based on the successful outcomes it had demonstrated in the 2004 hurricane scenario. The DOL also knew that Manpower

had the requisite geographic scope and project management experience that would be required to address this catastrophic event. Manpower and the Mississippi Department of Employment Security (MDES) collaborated to develop and implement a program to ensure that Mississippians affected by Hurricane Katrina are able to find employment in their host communities and to transition home with appropriate relocation resources and other needed assistance.

The goals of the initiative are to:

- Identify 1,000 Mississippi evacuees who want to return to their home cities for employment
- Place 500 evacuees in jobs and/or training
- Provide relocation and other assistance to ease transition
- Develop a lasting partnership between Manpower and MDES
- Create a model for other natural disaster-impacted states

During the months of April and May, 2006, meetings occurred across Mississippi which brought together local representatives from Manpower, MDES and One-Stop Career Centers to ensure that all partners were prepared to implement the initiative. Tools, processes and resources were shared at each of the working meetings. In most cases, Manpower and their local One-Stop had already established a strong working relationship.

Among the tools developed is a Pre-Registration which can be utilized by the One-Stop Job Centers and Manpower to standardize the relevant applicant information, qualifications and availability for work. Manpower and the public workforce system will reach out to evacuees, conduct assessments on their employability, jointly work on additional skill development where needed, and where appropriate, issue "Career Passports" to those who qualify as "Manpower-certified" for employment. A Career Passport is issued following satisfactory assessment results, and includes work history, assessments/training provided, and recommendations

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for positions for which the individual would qualify. The passport serves as a marketing tool for individuals applying for positions on their own and as a worker profile to facilitate effective hiring decisions by employers.

Moving Forward

As the national business partnership between the Department of Labor and Manpower is now entering its fourth year, expectations are greater than ever that existing local relationships with the public workforce system and Manpower can grow even more robust.

Beyond its original purpose, the “Working Your Way Back Home” initiative has created a prototype that can be easily duplicated in other states where individuals have been affected by hurricane Katrina as well as other natural disasters. The materials developed, specifically the Pre-Registration and Career Passport, can be utilized for non-disaster-related or “traditional” referrals between the career centers and Manpower. Plans are underway to develop a toolkit and best practice guide that will facilitate replicable, capacity-building and cost-effective solutions in times of natural disaster and in other public-private initiatives. By standardizing procedures, forms and processes, the ability for the public workforce system and Manpower to share referrals, track individuals’ progress and generate metrics of successful outcomes is greatly enhanced and bodes well for future collaborations.

For more information about this Workforce Development program, contact:

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What do you do?



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