

Building Community Partnerships One Job at a Time



HEARTLAND
WORKFORCE
SOLUTIONS

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CONNECTING PEOPLE TO OPPORTUNITIES

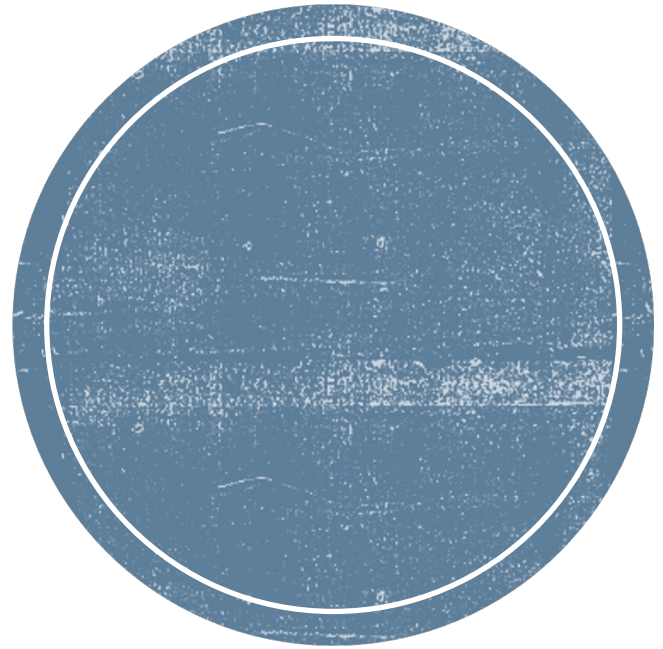
DEREK COMBA
STAN ODENTHAL



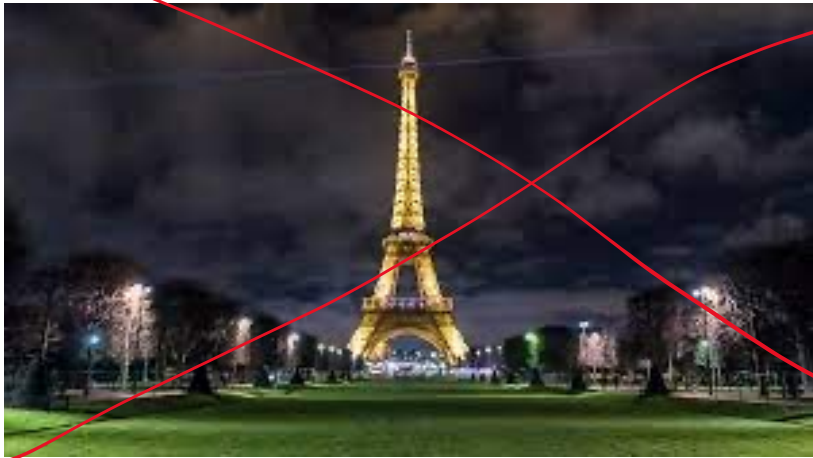
WHAT DO YOU
THINK OF WHEN
YOU THINK OF
NEBRASKA?

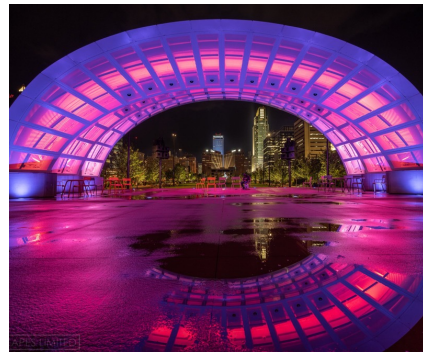
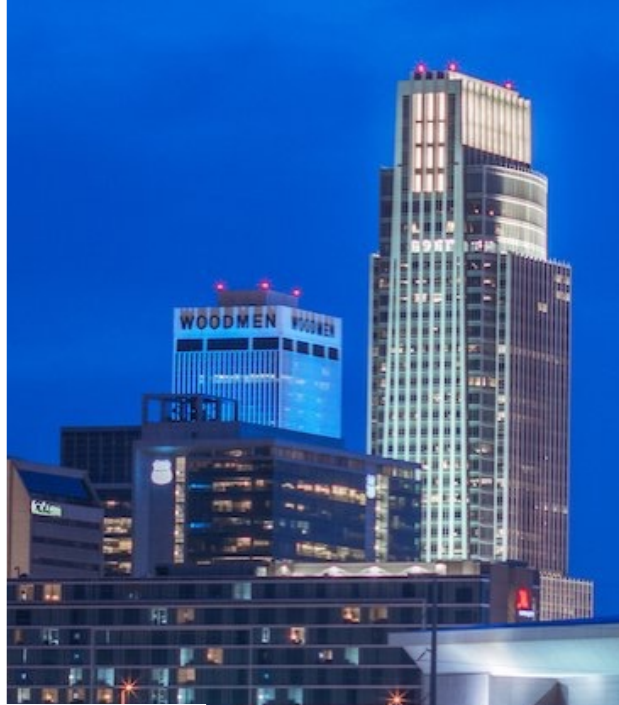


**OMAHA,
NEBRASKA IS
A LITTLE
DIFFERENT
THAN YOU
MIGHT
EXPECT...**



Move over Paris, New York, and London





**Welcome
to Omaha!**



About Us



CONNECTING PEOPLE TO OPPORTUNITIES



Derek Comba

Derek Comba has worked with various groups such as youth, homeless, immigrant, and refugee communities. This experience has allowed him to learn from many different backgrounds and experiences. It has also allowed him to pull from many different skills he has acquired from working with these groups. Comba received his bachelor's degree from the University of Nebraska at Kearney and his master's of public administration degree from the University of Nebraska Omaha.



Stan Odenthal

Stan Odenthal is the director of business relations at Heartland Workforce Solutions. He has a strong passion for public service and has spent much of his career focused on the area of workforce development.

Stan holds a juris doctor from the University of Nebraska College of Law and a master's in political science from the University of Nebraska-Lincoln. He also works as a consultant for various workforce development boards and economic development groups from around the country, with a primary focus on strategic planning and industry/sector engagement. He was previously the director of the Office of Employment and Training with the Nebraska Department of Labor and the executive director for the Nebraska Equal Opportunity Commission.





Local Workforce Demographics

- Service 3-county area
- Designed to service just under 1,000,000 individuals in our service area
- Various funding sources with approximately 15 partners co-located at our American Job Center
- Super low unemployment rate at 2.5% in August in our metro area
- We are still seeing a lot of people walk through our doors
- Didn't shut down during COVID



Nebraska Unemployment Rates-MSA's

2019-July 2022 Unemployment Rates-Not Seasonally Adjusted

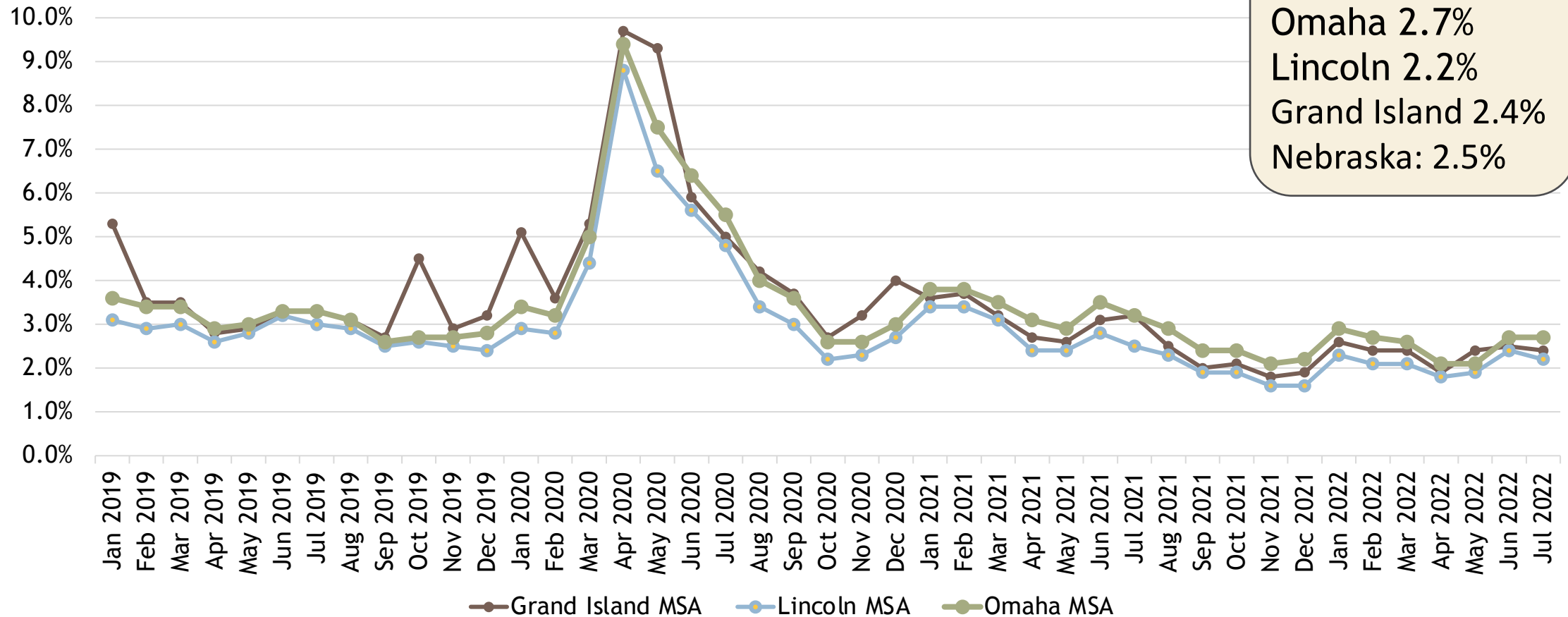
July 2022:

Omaha 2.7%

Lincoln 2.2%

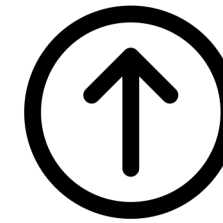
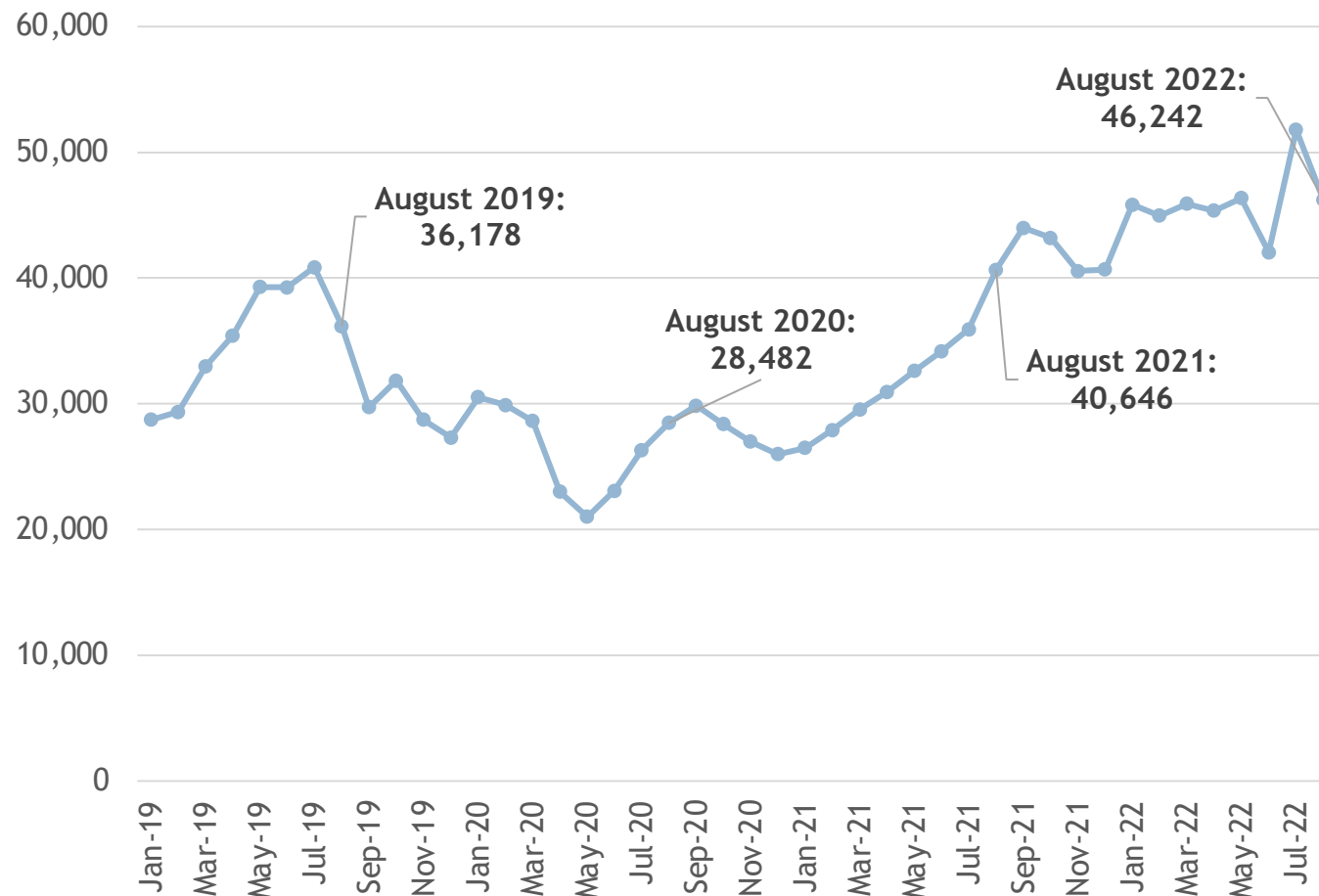
Grand Island 2.4%

Nebraska: 2.5%



Advertised Job Openings-Omaha MSA

2019-August 2022 from Networks.Nebraska.gov



+5,596, +13.8%
August 2021 to
August 2022*

25,908

Current Openings as of
September 13th, 2022

* There was a Nation-wide vendor website outage that occurred in late June/early July, and it took a bit for all systems to come back online, so June and July data may be off.



The CRED Program and City of Omaha Funding

- The funding is approved as part of the City's budget on a year-to-year basis
- The funding helps support short-term credential programs, National Career Readiness Certificates, and business engagement
- Short-term credentials: Each participant is allowed up to \$1,000 a year in funding.
- Funding is for short-term trainings that will connect someone to employment, maintain employment, or result in a raise in an H3 (high wage, high skill, high demand) occupation/career path.
- These trainings result in an industry-recognized license, certificate, or credential
- Funding can be flexible and can provide some supportive services such as transportation, uniforms, tools, etc.
- Must live within our three designated counties.





Workforce Innovation and Opportunity Act

CRED Eligibility and Filling in WIOA Gap

- Clients can be enrolled in both programs at once.
- CRED can step in and help a client when WIOA funding is exhausted and can fund many programs that are not on the Eligible Training Provider List for WIOA





Hardwood Flooring Certification held in August 2022

Building Programs to Serve Justice Involved Individuals

- CRED has been very successful in building partnerships with organizations that serve justice involved individuals
- We've been able to set up classes/cohorts of training focused on:
 - OSHA 10
 - Forklift Certification
 - Hardwood Flooring Certification



Partnership with Project Reset



OSHA 10 Classes and Hardwood Flooring Classes

- CRED helps put on OSHA 10 courses for justice involved individuals on a regular basis (about every 3-4 months)
- 80% of participants who received their OSHA 10 with CRED funding were able to either obtain employment, upgrade their employment, or earned a raise
- CRED recently sponsored a three-day introductory course to hardwood flooring
- Several businesses met with the participants at the end of the course





Partnership with MCC

- HWS and MCC work together to build the Work Ready Community in the Omaha area.
- MCC has a dedicated space at HWS where they can meet with clients and host regular NCRC testing.
- CRED funding helps pay for NCRC testing for community members.
- HWS business registration form allows for an option for businesses to connect with MCC directly through HWS





Building Connections with Employers and Community Partners

- HWS and CRED regularly meets with local businesses and community partners
- These interactions include meetings, tours, monthly meetings, job fairs, community fairs, etc.
- HWS conducts monthly all partner meetings which allows all of our community partners to meet face to face.
- HWS utilized their business connections to invite and organize the recent Switch It Up job fair.

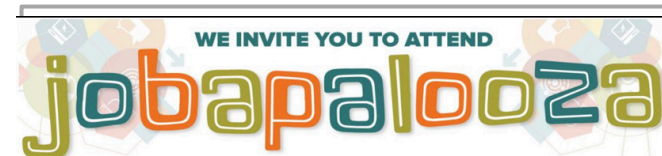


Jobapalooza

- Annual job fair organized by HWS taking place in the summer.
- Job fair is done simultaneously in two different locations in Omaha.
- Food truck vendors were invited and vouchers were given to job seekers funded by HWS and employers.



Jobapalooza 2022



MUSIC | PRIZES | FOOD TRUCKS | GIVEAWAYS | AND MORE!

Over **20 employers** from a variety of industries will be onsite to network and discuss available career opportunities with all job seekers.

WHEN June 11, 2022 | 11:00 AM - 2:00 PM

WHERE Two locations for your convenience!

Heartland Workforce Solutions
5752 Ames Ave.
Omaha, NE

Metropolitan Community College
2902 Edward Babe Gomez Ave.
East Parking Lot
Omaha, NE

Register today:
www.NationalAble.org/jobapalooza or 402-444-4700



Spooktacular and Other Career Fairs

THE GREATER OMAHA AMERICAN JOB CENTER PRESENTS THE FIRST-EVER

JOB FAIR SPOOKTACULAR!

Join us for careers, connections, and candy
at the inaugural Job Fair Spooktacular.

Job seekers and career changers of all skill levels and interests will be able to connect with **25 employers** that are hiring. If you, or someone you know, is in job search – this event is a MUST!
(Trunk or Treat: Kids are welcome!)

FEATURED INDUSTRIES INCLUDE:

- Construction
- Healthcare
- Food Production
- Industrial
- Custodial Services
- Manufacturing
- Retail
- And more!

WHEN Wednesday, October 27, 2021 from 4PM to 7PM

WHERE The Greater Omaha American Job Center at Heartland Workforce Solutions 5752 Ames Avenue, Omaha, NE

REGISTER TODAY!

Visit www.NationalAble.org/calendar
or call 402.444.4700

(Registration is not mandatory, but strongly encouraged.)



www.HWS-NE.org



www.NationalAble.org

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Equal Opportunity Program / Employer TDD/TTY: 800-833-7352
Auxiliary aids and services are available upon request to individuals with disabilities.





What's happening this month?

Events overview:

September 7th: Employer Spotlight ft: TSA - Security.

September 12th: Employer Spotlight ft: RAAH Nissi - Healthcare.

September 12th: National Day of Encouragement

September 14th: Work With Us Wednesday - Business Service Orientation 12-1PM CT via zoom. Join [here](#).

September 15th: Better Business Workshop - Getting to know the requirement to be a federal contractor. [Register here](#).

September 15th - October 15th: Hispanic Heritage Month

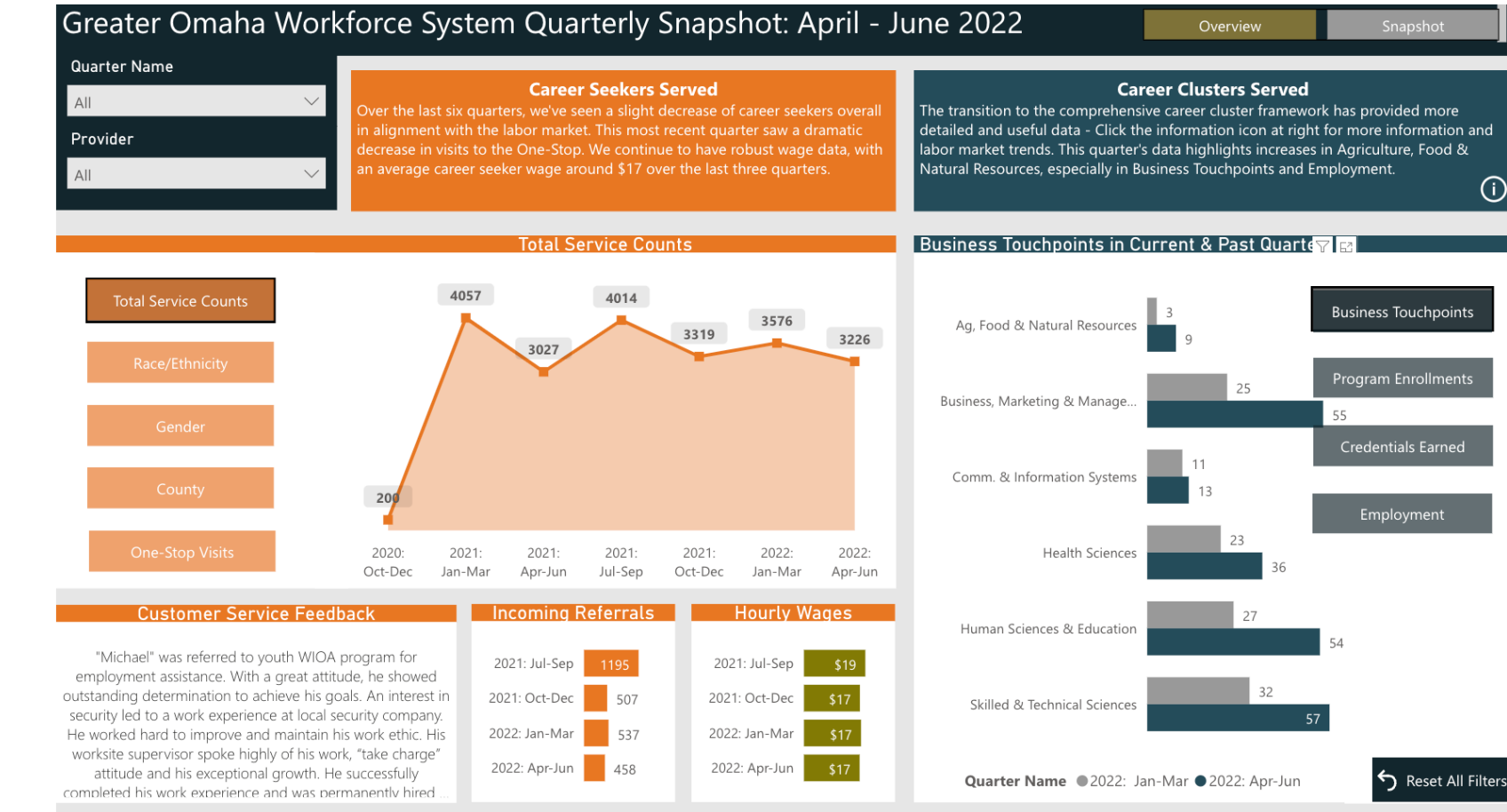
[September 19th](#): Employer Spotlight ft: Children's Hospital - Healthcare.

Business Newsletter

- First launched in July.
- This tool helps keep businesses and partners connected to HWS.
- Highlights different programs, exp. work experience for youth.
- Last one went out to 176 people, including businesses, community organizations, and online subscribers.
- New subscribers are added and sign up each month.



Measuring Our System Success



<https://hws-ne.org/partners/>



South Omaha and CRED Expansion

- HWS was awarded ARPA funding to open a second affiliate
- HWS plans on opening this second location in March of 2023
- Second location will give HWS more of a physical presence in Omaha
- This site will offer many bilingual services
- We have received additional funding for CRED programming



More than 50 Omaha-area nonprofit Agencies Received ARPA funding

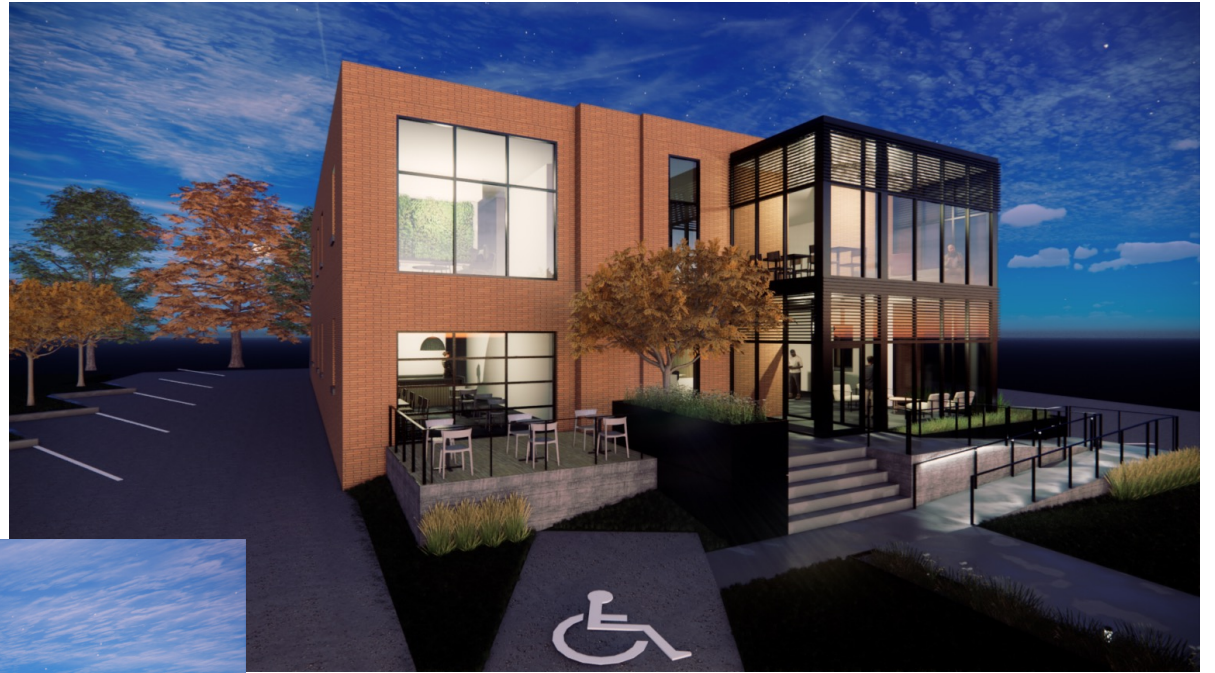
100 Black Men of Omaha	Mentoring	\$50,000
AIM Institute	Accelerated Technical Training	\$154,354
Bluebird Cultural Initiative	Behavioral & mental health support services	\$220,640
Boys & Girls Club	Great Futures Program	\$213,041
Carole's House of Hope	Transitional housing, mental health services for homeless young mothers	\$150,000
Catholic Charities-Archdiocese of Omaha	Domestic violence services	\$176,373
Charles Drew Health Center	Community-based crisis intervention	\$600,000
Child Saving Institute	Pediatric & adolescent mental health services	\$299,436
Center for Holistic Development	Family Engagement and Resource Connection	\$268,000
City Sprouts	Urban Farming Summer Internship	\$200,000
Completely Kids	Weekend Food Program Youth & Family Mental Health Services Out of School Time for vulnerable youth	\$100,000 \$60,000 \$400,000
Comunidad Maya Pixan Ixam	Maya Health Initiative	\$432,600
Empowerment Network	Omaha 360 & Step-Up	\$358,475
ENCAP	Rent, utilities, medical expenses	\$100,000
Family Housing Advisory Services	No charge tax preparation services	\$160,000
Food Bank for the Heartland	Food access	\$158,494

Girls Inc., of Omaha	The Girls Inc. Experience	\$300,000
Greater Omaha Attendance and Community Learning Services	Community navigation program	\$70,000
Heart Ministry Center	Fresh Start program	\$200,000
Heartland Family Service	Counseling-behavioral health Nebraska Family Works	\$137,500 \$500,000
Heartland Hope Mission	Hunger & homelessness prevention	\$160,000
Heartland Workforce Solutions	American Job Center South	\$600,000
Hope Center	The Hope Employment & Learning Academy	\$100,000
Immigrant Legal Center	Legal Services for survivors of crime, violence, human trafficking	\$330,000
InCommon Community Development	Youth Program	\$183,626
Intercultural Senior Center	Food pantry for older adults	\$160,000
Kids Can	Mentoring	\$200,000
Kim Foundation	Suicide prevention campaign	\$120,000
Latino Center of the Midlands	Youth internships	\$148,832
Legal Aid of Nebraska	Legal Services=Families in Crisis	\$244,404
Lutheran Family Services	Behavioral health programs Centers for Healthy Families	\$303,680 \$40,000
Mentor Nebraska	Mentoring	\$94,200
Nebraska Medical Center	Encompass Omaha-violence intervention program	\$400,000



Coming Soon!

- New expansion of the AJC in South Omaha - March 2023 (4425 S. 24th Street)



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LABOR & GROWTH

Federal ARPA funds help turn fire-damaged South Omaha funeral parlor into job center

But there's more to the story: Locals would eventually own the property

BY: CINDY GONZALEZ - AUGUST 12, 2022 4:00 AM



A former funeral home on South 24th Street is to house a new "one-stop shop" workforce development center. It's also a property that will be owned eventually by South Omaha residents under an innovative investment plan by Canopy South. (Courtesy of B2Lab)

OMAHA — A burned-out mortuary is to be resurrected as a South Omaha workforce development hub

HWS con nuevo espacio en el sur de Omaha

Proyecto de la nueva sede de HWS hecha por Canopy South.

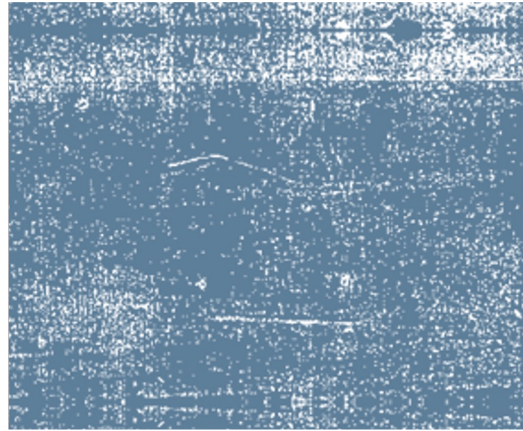
POR KARLHA VELÁSQUEZ

El Sur de Omaha estrenará un espacio de formación laboral como parte de los programas que...

a la gente afectada por la pandemia. Sabemos, por estadísticas, que la gente latina estuvo muy afectada", dice Odenthal.

a la organización sin fines de lucro. Odenthal comentó que para este nuevo proyecto aún están en conversaciones con el sector empresarial.

"La idea es conectar a todos. En el norte de Omaha están los empleadores que tienen computadora y todo lo que necesitan para trabajar en...



job training place as part of the programs that are carried out by the Heartland Workforce Solution (HWS) organization, trying to support the productive sector, after being economically impacted by the measures taken during the 2020 pandemic.

\$600,000 from the Community Grants Program of the American Rescue Plan Act (ARPA) will be invested in this project, which HWS received from the Omaha Mayor's Office (City of Omaha), after presenting its expansion project since it only has offices in the north of the city.

Stan Odenthal, director of business relations, explained that the idea of expansion came from the mayor's office to ensure that the city's people are served in terms of employment, especially in the south of the city.

"Here (at HWS) we have many types of training. The purpose of this ARPA's money is to attend to the people affected by the pandemic. We know from statistics that the Latin American people were very affected", Odenthal said in an interview with El Perico, in the offices at 3732 Ames Ave, in the north of the city.

The construction of the new building is under the direction of Canopy South who, after area evaluations, found an abandoned building at 4425 S 24th St, in what was formerly a funeral home located a block from South High School.

In this regard, Odenthal commented that the new

programs, but they will be more focused on the area of nursing and construction.

"This is a fantastic project. We are going to renovate a building with different areas. It will have a cafeteria, work center, and offices of other organizations that will connect to our program. The building will be about 10,000 to 11,000 ft2 (about 1,022 m2). It would be open from Monday to Friday", he said.

HWS programs consist, mostly, of training people based on companies applying for staff and being associated with the non-profit organization. Odenthal commented that for this new project they are still in talks with the business sector.

North Omaha, and they have a computer and everything they need, and we help both of them to find what they are looking for", he said.

The director of the program assured that the building could be finished in March 2023. It could also open a new work field where all the residents in the south of the city will be served.

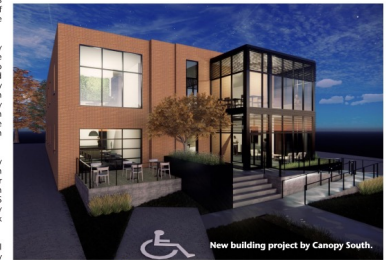
A HARD BLOW TO LATIN ENTREPRENEUR

It's not a secret to anyone that the pandemic had an economic impact on Omaha for business owners and employees. Some employers had to work with reduced staff

while the accounts and bills increased.

A study titled Vulnerable, yet Resilient: The Impact of Covid-19 on Latino-Owned Businesses in South Omaha, conducted by Cristóbal Doña-Rebeco and Mariela Cuellar, from the University of Nebraska at Omaha (UNO), highlighted that one of the more affected sectors after the pandemic was the Latino. "Latin entrepreneurs have largely faced the pandemic with far less support and financial assistance compared to non-Latin entrepreneurs", the report says.

The sample for this study was 121 Latino business owners who were interviewed at



STREET JOURNAL 2022

el perico

QUIERO VERES DESDE MI AUTO A LA OFICINA DE VENTAS

Press Coverage of our New Location



Increasing Access to Programs and Better Connecting with our Community



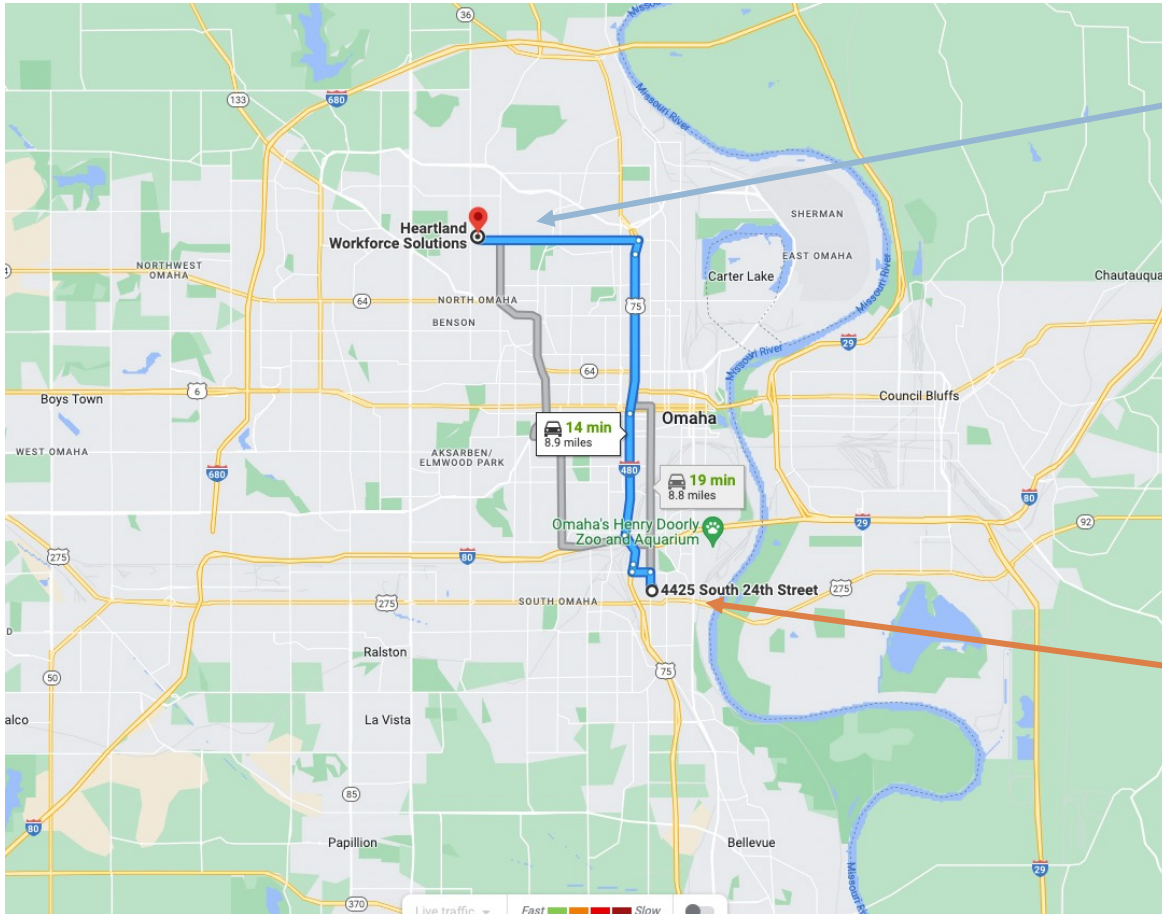
- Recent condition of the building at 4425 S. 24th Street



Future of the building at
4425 S. 24th Street
(Anticipated March 2023
Opening)



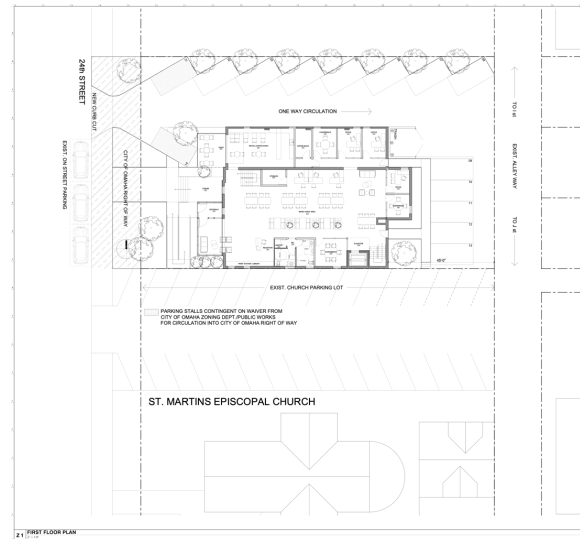
Existing AJC Location and New Affiliate AJC Location



5752 Ames Avenue

4425 South 24th Street

Drawings and Features



Highlights and Timeline

- Center expected to open in March 2023
- Full-time Coordinator position to connect with community, workforce, and business partners
 - Currently in the hiring process for this position
- On-site industry partners
- Access to one-stop partner programs
- Conference room space for community events, job fairs, and program planning
- Coffee shop
- Additional funding for the CRED program to expand partnerships



For Immediate Release

July 8, 2022

Heartland Workforce Solutions receives \$600K grant to provide pandemic relief to South Omaha residents, businesses

ARPA funds will be used to connect career seekers to in-demand employers and support talent recruiting, career path education, job search, résumé assistance and interviewing skills

Contact:

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eporfield@hws-ne.org
402-332-8948

OMAHA, Neb. — Heartland Workforce Solutions has received \$600,000 from the Omaha American Rescue Plan Act (ARPA) Community Grant Program to provide a program in South Omaha aimed at helping residents and businesses that have been economically harmed by the pandemic.

Heartland Workforce Solutions (HWS), a non-profit dedicated to strengthening Nebraska's workforce, will use the funding to secure permanent building space and establish workforce program partnerships that are accessible and responsive to South Omaha residents. These programs will help remediate the lasting economic effects of the pandemic on career seekers and business. The HWS space in South Omaha will include a resource center offering support for job searching, résumé assistance, interviewing skills, occupation and career path awareness, referral to workforce partner programs, employer education and recruiting events.

The location is expected to open in March 2023.

HWS was one of 50 Omaha non-profit agencies to receive ARPA funds through a grant program created by the City of Omaha, which partnered with United Way of the Midlands and the Omaha Community Foundation to administer the federal pandemic dollars.

"We are grateful and excited to increase access to these services to people on site in South Omaha, an affiliate American Job Center," said Erin Porterfield, executive director of Heartland Workforce Solutions. "HWS will act as a hub for career seekers and talent recruiters to meet local in-demand occupations. Part of our goal is to remove barriers through bilingual programs in order to develop skills and connection to careers."

"The City of Omaha has a strong partner in Heartland Workforce Solutions," Omaha Mayor Jean Stothert said. "The



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