

E-Lights: An IAJVS Publication for Executive & Professional Leadership



INTERNATIONAL
ASSOCIATION
OF JEWISH
VOCATIONAL
SERVICES

Special points of interest:

- Annual Conference 2004 Report
- Israel Elwyn expands the services of its Dental Clinic to individuals with special needs
- JVS Minneapolis and JFS St. Paul partner toward a shared mission
- FECS establishes Haym Salomon Division of Arts
- JFS Columbus co-hosts a diversity workshop

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IAJVS Annual Conference 2004 Review

FECS Health and Human Services System graciously hosted the IAJVS Annual Conference 2004 in New York City from May 2-4. The conference took place at the beautiful Museum of Jewish Heritage in Battery Park City in Downtown New York. This year's conference, entitled Our Working Future: Bringing Together Executive & Professional Staff from North America, Israel & Argentina, explored emerging trends in programs, management, and technology, and how our network is responding through innovative services, advocacy, and design. A sincere thank you is extended to our phenomenal speakers who lent us insight on these important topics as well as to the staff of FECS who contributed so much to making this conference the success that it was. IAJVS is so appreciative to NISH and Bank of America for their sponsorship.

The conference commenced on Sunday with an inspiring and educational presentation by Steve Schwager, Executive Vice President of the Joint Distribution Committee, on the fan-



Ron Coun, Director of JVS MetroWest and Al Miller, CEO of FECS welcome the group to FECS' offices on Tuesday morning.

tastic work being done by the JDC around the world. We were also very fortunate to have W. Roy Grizzard Jr., ED.D, Assistant Secretary for Disability Employment Policy at the U.S. Department of Labor, and Bob Chamberlin, CEO of NISH, as guest speakers for Monday morning's plenary. They elucidated some evolving trends in the area of employment for individuals with disabilities and a variety of new work

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"Educate, Educate, Educate" Stressed at Diversity Workshop

More than 100 people from businesses, community-based organizations and government agencies attended the Greater Columbus Employment Maintenance Organizations' "Partnering for Success" Seminar held June 23 at the King Arts Complex.

The Greater Columbus Employment Maintenance Organization (EMO), a part-

nership between Jewish Family Services and the Eastside Employment Collaborative (The Salvation Army, Central Community House, Community Connections and St. John Learning Center comprise ESEC), hosted the event. Jewish Family Services' Coordinator for the EMO, Lynn

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Participants and executive directors pose for a picture with guest speaker Dr. Steven Katz.

Annual Conference 2004 (continued)

(Continued from page 1)

options and business opportunities. Some highlights of the conference included a guided tour of the Museum of Jewish Heritage, a highly productive Program Showcase, and the Train-the-Trainer workshop. This year's workshop, entitled Putting People Back to Work: New Skills for Today's Workforce, focused on improving the entrepreneurial and micro-enterprise services being offered at member agencies. Through Bank of America's funding, 20 agencies were able to receive a \$1,000 stipend to send a staff member to participate in this enriching workshop. Most participants found the content of the workshop to be both pertinent and practical.

Survey Results

In an attempt to improve future conferences, IAJVS collected evaluation surveys asking respondents to rate the content of sessions, designate a most helpful and least helpful session, organization of the conference and overall satisfaction. We were pleased to find that the bulk of respondents found the majority of the information offered to be helpful. The greatest numbers of respondents found the Program Showcase to be the most helpful ses-

sion. The New Older Worker session offered on Monday in the professional track was also very popular. In response to last year's requests for a greater time allotment for the Program Showcase, this year's session was lengthened by 35 minutes, organized by topic, and arranged to allow time for an exchange of ideas following the session.

The evaluations are very useful for alerting IAJVS as to how the conference can be improved. For example, many respondents requested that more time be allotted within the conference schedule for networking and discussion. Others felt that the sessions could be more productive with fewer speakers to allow more time for in-depth discussion on the various topics. Many people felt that more downtime was needed in between sessions to enhance concentration throughout the day.

These helpful suggestions will be considered by IAJVS as we hope to make next year's conference even more informative and enjoyable. We greatly appreciate those who took the time to share their thoughts.

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Host Reception & Awards Ceremony

Sunday night's host reception and awards ceremony was held at The National, a Russian nightclub and restaurant in Brighton Beach, Brooklyn. Attendees enjoyed multiple courses of traditional Russian fare and were entertained by the club's energetic and talented group of dancers and singers. Awards were distributed to worthy professional and lay leaders, agencies and corporations. There were ten awards given in recognition of the exceptional efforts of our professionals and volunteers.

IAJVS wishes congratulations to these deserving individuals:

◆ **Bernie Rosenthal Executive Director's Award** - Presented to Dr. Lew Chartock, President & CEO of MERS / Goodwill Industries, for outstanding leadership in Jewish vocational services.

◆ **Benjamin S. Loewenstein Award** - Presented to Bonnie Kaye, Assistant Director at JEVS' Orleans Technical Institute, for outstanding contributions to Jewish vocational services.

◆ **Samuel S. Greenberg Leadership Award** - Presented to Joseph Stein Jr., President & Chair of the Board of Directors, FECS, for outstanding lay leadership in Jewish vocational services.

◆ **Special Distinguished Service Award** - Presented to Adele Warshawsky, Coordina-



A local Russian restaurant advertisement in Brighton Beach, Brooklyn.

Host Reception and Awards Ceremony (continued)

tor of Special Projects, Israel Elwyn, for outstanding contributions to Jewish vocational Services.

◆ **Claudia Fogel Award** - Presented to Eileen Slutsky, Director of Rehabilitation & Assessment Services, Jewish Vocational Service, Los Angeles, for exceptional skills and commitment to Jewish communal service.

◆ **Ron Coun Award** - Presented to Nanci Hiller, Vocational & Job Placement Counselor, Jewish Vocational Service, MetroWest, for outstanding professional contributions to Jewish communal service.

◆ **IAJVS Corporate Award** - Presented to Giant Eagle Markets Company in recognition of humanitarian commitment to Jewish vocational Services.

◆ **IAJVS Program Awards** - Presented to: Speed-Hire Breakfast Meetings, Jewish Employment Montreal, and JVS Learning Solutions, Jewish Vocational Service, MetroWest.

◆ **IAJVS 2004 National Partnership Award** - Presented to Bank of America in recognition of their outstanding commitment to moving people from poverty to self-sufficiency.



Susan Retzky accepting an award on behalf of Bank of America with Genie Cohen.

Stories from a Lifetime

A group of senior adults with special needs, many of whom are long-time participants in Israel Elwyn's programs, are currently participating in Israel Elwyn's retirement program at the Esther and Salomon Sabbah Center in Jerusalem. These adults originate from a wide variety of countries, and each possesses a special life story. Taking into consideration their ages and the spirit of the times, it was decided to record the life stories of those who are interested in sharing their history with others. Information is being garnered not from the files and records but from the participants themselves.

Five of the seniors showed an interest in this project and Tova Pincus, case manager, and Sima Cohen, professional advisor for the Sabbah Center staff, began to meet with them as a group. These meetings took place once a week and at every meeting another subject was raised. They began with memories of childhood, parents, siblings, and school both in Israel and abroad. They recounted their experiences in the world of work and included memories from leisure time activities and places of residence. Photos, both from the past and present times, helped turn memories from the abstract into the concrete.

The participants came to each meeting eager to cooperate and enjoy themselves. The discussions were transcribed and each participant will receive a copy of his/her personal history. All the stories will be gathered together and distributed to all of the members of the retirement program and other interested parties.

Photos, from both the past and present times, helped turn memories from abstract into concrete.

JVS Los Angeles Launches Online Career Services

Thanks in part to a grant from the Jewish Federation Valley Alliance, JVS Los Angeles is expanding its Career Services division by launching an on-line program this fall.

The program was created to provide service to those who are unemployed, underemployed, or in career transition in Los Angeles County, which has been compared in size to the state of Delaware. Initially, the program will only be available to residents in part of the County, in a geographic area the size of Rhode Island.

Given the sheer numbers of people in Los Angeles, online services are a logical next step for JVS.

Given the sheer numbers of people in Los Angeles, online services are a logical next step for JVS, especially as many clients have commitments during the day or logistical problems which prevent them from physically coming in to the office.

The online program has three offerings: a general membership which provides access to three virtual workshops and job postings; a component for resume/cover letter writing and editing; and a career counseling service which uses assessment tests and provides feedback

from credentialed counselors. Beta testing of the site will begin this summer, with launch parties to be held in the fall at various temples.

The Jewish Federation Valley Alliance is responsible for community development and fundraising in the San Fernando, Conejo, Simi, Santa Clarita and Antelope valleys, an area of approximately 2,500 square miles with an estimated Jewish population of 253,000 (50 percent of the total estimated Jewish population of the Greater Los Angeles area).

Israel Elwyn Dental Clinic Opened to Community with Special Needs

In February 2004 a festive ceremony was held at the Dental Clinic at the Zvi Quittman Residential Centers in celebration of the opening of a new range of services to be offered to children and adults with special needs from the community-at-large. Until now, the Dental Clinic, operated by Israel Elwyn (IE) with the support of the Ministry of Social Affairs, only served the residents of the Quittman Centers of IE's supported apartments in the community and of other residential facilities. After repeated requests

from families, it has been decided to broaden services to include individuals with special needs who live at home. Present at the ceremony were Mr. Zevulun Orlev, Minister of Social Affairs; Ms. Ahuva Levy, Director of the Department of Services for Persons with Mental Retardation; Mr. Avner Zaken, Assistant Director; Mr. Gideon Shalom, Director, Residential Services; as well as Israel Elwyn staff, dentists and staff of the clinic, residents, and guests.

The guests were greeted by Dr. Ilan Feldberg, Chief Dental Consultant for the Department of Services for Persons with Mental Retardation; Professor Yossi Shapiro, Dental Consultant; Dr. Moshe Einhorn, one of the dentists at the clinic; and David B. Marcu, Executive Director of Israel Elwyn.

There has been a noted increase in activity in the infirmary with the inclusion of these new patients and it is hoped that more such patients will benefit from



JVS Los Angeles Announces Strategic Alliance with Career Planning Center

Looking to expand its services to meet the needs of Southern California's growing population of unemployed, JVS Los Angeles has acquired Career Planning Center (CPC). With an annual budget of more than \$4 million, CPC was founded in 1972 to provide career-counseling services to women in need. It has grown to include five locations throughout the area. The strategic partnership between the two organizations will nearly double JVS' capacity. Currently, JVS provides career counseling, corporate training, and employment and consulting services to more than 14,000 people and 1,500 businesses each year from 11 locations throughout Los Angeles. The addition of CPC will enable JVS to assist an additional 10,000 people a year through CPC's existing Marina Del Rey/Mar Vista WorkSource Center and offices in West Los Angeles and the Antelope Valley.



"The partnership with CPC is a logical step for both organizations as we seek to expand services and capitalize on our collective strengths," said Vivian Seigel, JVS' CEO, who will also assume CEO duties for Career Planning Center. "This move brings together over 100 years of expertise in the career and employment arenas."

"With my retirement, I wanted to ensure the viability of CPC and maintain the quality of service that has always characterized our organization," said Eleanor Hoskins, founder and director of CPC. "I am delighted that CPC is now under the expert direction of Vivian Seigel."

Among CPC's many organizational partners are the National Council on Aging, Los Angeles Unified School District, Venice Skill Center, and West LA College, to name a few. CPC's highly successful Family Development Network provides emergency services to low income families on the Westside in partnership with a number of community based organizations including St. Joseph's Center, Boys and Girls Club of Venice, COPE, Latino Resource Organization, Legal Aid Foundation of LA, Westside Children's Center, Project HEAVY West, and the Venice Family Clinic.

In order to ensure a smooth transition, Angie Cooper, JVS' Director of Workforce Development, has become the Director for CPC. Ms. Cooper has successfully run JVS' West Hollywood WorkSource Center since its opening in October 2002. Ms. Hoskins was acknowledged for her lifetime of dedicated service during JVS' 7th Annual Strictly Business Luncheon, held May 20th at the Beverly Hilton Hotel. The event honored biomedical innovator and philanthropist Alfred E. Mann as JVS' 2004 Business Leader & Humanitarian, and STAPLES, Inc. as JVS' Corporate Citizen of the Year.

Founded in 1931, Jewish Vocational Service (JVS) is one of Los Angeles' oldest and largest nonprofit organizations dedicated exclusively to employment issues. Its West Hollywood WorkSource Center is part of a network of assistance centers throughout California, and has been described by Speaker of the California Assembly Herb Wesson as "an antidote to economic dependency and youth gang activity." Many of JVS' youth programs are based at the WorkSource Center, which helped over 3,000 adults and 500 youth in 2003 alone.

"This move brings together over 100 years of expertise in the career and employment arenas."

Taking the LEAP!

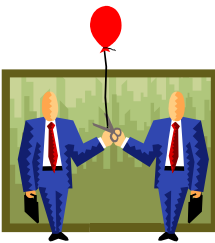
JVS Minneapolis has taken a partnership leap! JVS Minneapolis and Jewish Family Service of St. Paul (JFS) have discovered a meshing of their missions. The JVS mission is to be a recognized leader in delivering employment, training, and career development services that positively impact individuals of all backgrounds, business, and society. JVS seeks to achieve this impact through partnering with individuals, business, government and community organizations. The JFS mission is to improve the lives of people in need. Together these two organizations have created the LEAP (Leadership in Employment and Partnerships) program.

Through LEAP, JVS and JFS have developed a partnership that will aid each agency in fulfilling its mission statement. In this partnership, JVS and JFS work to improve the lives of people in need by providing a systematic approach to deliver employment, training, and career development services. But this program wouldn't be successful without additional partnerships with community organizations. Together, JVS and JFS partner with community non-profit organizations such as the American Red Cross, the Como Zoo, and Children's Home Society to provide participants with valuable volunteer internships.

The resulting partnership has been a win-win-win.

LEAP is a county-funded work opportunity project that increases clients' self-sufficiency by increasing their employability. LEAP works with participants transitioning from welfare and assists them in gaining relevant job skills and experiences. The LEAP program starts by assessing clients' skills and interests, placing them in volunteer internships at community organizations, and then providing intensive job coaching. After successfully completing an internship, participants are placed into paying jobs.

The LEAP program is run out of JFS' St. Paul office with four staff, two of which are JVS employees and two who are JFS employees. The agencies collaborate daily to overcome the struggles of starting a new program while working towards success for our clients. But the resulting partnership has been a win-win-win. The LEAP participants are positively impacted as they learn new job skills, gain current positive references, fill gaps in their employment, and increase their self-esteem. The community non-profit partners benefit from this partnership by having their necessary work done by the volunteer interns and being able to provide consistent services. JVS and JFS both have grown individually and as a team. For JFS, its newest strategic plan focuses on growing and improving the services provided by the agency in three key areas, one of which is vocational counseling. By partnering with JVS, JFS has doubled its vocational staff. By partnering with JFS, JVS fulfills its mission by positively impacting individuals by partnering with community organizations. JVS has also grown geographically by expanding into a county where it had never before had direct funding. In addition, by utilizing the strengths of each agency, both JVS and JFS are able to tackle the area of unpaid work experience, which neither agency utilized prior to the partnership.



As JVS Minneapolis continues to seek out alternative ways to fulfill its mission, the LEAP program continues to grow. LEAP is becoming a recognized leader in the county by utilizing innovative recruiting and marketing strategies, by developing and maintaining quality partnerships with JFS, and by providing quality career development strategies and experiences that improve lives and increase self-reliance.

For more information on the LEAP program, contact Caalynn Schiro, program manager, at cschiro@jvsmn.org or 952-471-2104.



Career Development Grant for JVS Baltimore

JVS Baltimore is excited about the receipt of a \$100,000 private grant for a new program “Focus on Professional Success.” This program is designed to increase the agency’s capacity to meet the challenge of assisting high-level professional and business clients in a weak labor market. The grant enables JVS to enhance existing services in corporate job development and career counseling, as well as staff development.

attributes this successful effort to several years of extensive outreach and community education about the career problems of middle and upper-income Jews who have been disproportionately affected by the economic downturn. The program officially begins August 2, 2004 and JVS Baltimore will keep the IAJVS network informed on its progress.

The grant is unique because it provides funds for career clients. JVS Baltimore

All of the students have set realistic career goals for themselves and have made progress in achieving these goals.

JVS Boston’s CALL Center Receives Grant from MA Dept. of Education

The Education Services area of the Center for Careers and Lifelong Learning (CALL) at JVS Boston serves approximately 350 students per year in several different programs, ranging from English as a second language to high school diploma programs. Students include immigrants and refugees with limited or no education in their first languages, limited work experience, and low levels of English proficiency; native-born US citizens who have dropped out of high school; and non-native speakers who have advanced degrees and professional backgrounds in their countries of origin but who are unable to find suitable employment in the U.S. because of their lack of English proficiency. Unfortunately only about 20 percent of these students have access to employment counseling and job placement services at the CALL. The vast majority of CALL’s students today are not eligible for free employment services either because of funding source restrictions or because they are tuition payers.

In FY’04, the Education Services area at the JVS CALL received an \$18,350 grant from the Massachusetts Department of Education to provide career intervention services for Education students who would not otherwise be able to receive such services. This grant is assisting in addressing the gap described above. The JVS CALL was one of six programs funded, and the only grantee serving an adult population. JVS used the grant to hire a part-time Career Specialist, who worked intensively with twenty-four students between January and June 2004. Due to the wide range of English proficiency, educational background, and work experience of the students, the Career Specialist provided very customized individual services to her clients, meeting one-on-one with each student on a regular basis. She worked with students on developing resumes, filling out job applications, researching careers options, researching higher education and training options, setting career goals, and applying for jobs.



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JVS Boston's CALL Center Receives Grant from MA Dept. of Education

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Project outcomes were very positive. Six students have secured employment – one going from part-time employment to full-time employment, two going from being unemployed to being employed full time, and three going from being unemployed to being employed part time – at an average pay rate of \$10.42 per hour. One student is now volunteering as a classroom assistant in one of the CALL's computer skills training programs, which has helped her to improve her English proficiency in the area of computer-related vocabulary and hopefully will eventually lead to a job in the computer field, which was her profession in her home country. Another student, with the

help of the Career Specialist, received a scholarship to an auto-mechanic training program and is now pursuing a career in that field. Most importantly, all of the students who worked with the Career Specialist have set realistic career goals for themselves and have made progress in achieving those goals, from creating a resume, to researching and applying for higher education or training programs, to realizing that they do have transferable skills that could lead to a job in this country. JVS Boston is currently in the process of applying for re-funding of this project for FY'05, and hope to replicate our results on a larger scale next year.

"Educate, Educate, Educate" Stressed at Diversity Workshop

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Aspey, welcomed everyone as well as Karlene Ford, coordinator for ESEC and partner with Jewish Family Services for the EMO. Jonathan Beard, President and CEO of the Columbus Compact Organization, provided information on the future development of the Heritage District (Empowerment Zone).

Lynn Aspey introduced keynote speaker, Scott Warrick, JD, MLHR, SPHR, who delivered his presentation, "Intolerance of Intolerance," Diversity Awareness Training. Mr. Warrick, who is president of his own human resource consulting, employment law and training firm in Columbus, Ohio, talked about what diversity looks like, the business reasons for diversity, and building skills for businesses.

"If diversity is anything that makes you different, then as long as there are two people in the room there is diversity," said Warrick. "With that in mind, if we allow those who are different from us to be treated as outcasts, sooner or later anger will erupt and violence will occur because they have become objects instead of people." Citing statistics, Warrick stated that homicide is the second leading cause of death on the job in the United States. Three people are murdered in the workplace every day and over 1 million assaults occur in the workplace every year. Following Scott Warrick's talk, panelists Tom Lianez of Groupo Uno, Jacquelyn Monroe, Ph.D. of Ohio State University, Darryl Peal of COTA, and Warrick took questions from the audience.

"Partnering for Success" is held annually and designed to bring information to both the business and non-profit communities. This year's seminar was made possible through the generous support of National City. Jewish Family Services offers workshops on "Diversity", "Reducing Turnover: Retention Myths", and "Communication Conflict Resolution and Personal Power". For more information about these workshops or the EMO, call Lynn Aspey at 614-559-0117.

"If diversity is anything that makes you different, then as long as there are two people in the room there is diversity."

F·E·G·S Establishes Haym Salomon Division of the Arts

*The ability to express oneself creatively
is an essential part of a person's humanity.*

F·E·G·S has long used the creative arts to help participants in its programs gain self-awareness, learn to cope more effectively with the world around them, and develop a better sense of dignity and independence.

The new F·E·G·S **Haym Salomon Division of the Arts** fosters creative expression among individuals of all ages and abilities and incorporates F.E.G.S initiatives that are now part of the F.E.G.S Health and Human Services System, including:

- **Roots and Branches**, a well-known intergenerational theatrical company whose creative and inspirational performances rely on the interrelationship of young acting students and actors 80 or 90 years of age.
- **Art in Our Neighborhoods**, an initiative of the Haym Salomon Foundation which has merged into F·E·G·S, has for many years provided grants to dozens of senior centers and community organizations to create local and citywide art exhibitions.
- **Dignity through Art** promotes the creation, exhibit, and sale of art by individuals with disabilities, primarily by creating exceptional art posters from the individual works of F·E·G·S consumers.

By establishing the Haym Salomon Division of the Arts, F·E·G·S plans to significantly enhance arts opportunities for consumers at F·E·G·S programs and others. For more information about the F·E·G·S Haym Salomon Division of the Arts, visit the F·E·G·S website, www.fegs.org, or call 212-366-8032.

Mark Your Calendars! New Professional Development Conference Calls Scheduled

IAJVS is pleased to be rolling out the first in a new series of Professional Development Conference Calls. Modeled after the conference calls sponsored by AJVSP, each of these calls will focus on a specific topic of interest to agency staff. The first two in the series are:

The New Older Worker, Wednesday, August 4th, 2 pm EDT. The session at the IAJVS Annual Conference in May provoked much interest and the first conference call will continue the discussion, which will be led by Linda Zamer, Director Career Counseling and Placement, and facilitated by Nancy Fisher, Director, Education and Training, both from JVS MetroWest. Linda will talk about JVS MetroWest's ability to obtain a grant for career counseling through a healthcare foundation.

National Collaborations and Grant Writing, Thursday, August 19th, 2 pm EDT. Geared towards grants writers and others interested in network collaborations, Lucy Klain, IAJVS National Projects Director, will lead a discussion about current and future IAJVS-led national collaborations as well as provide an opportunity to share ideas and grant strategies.

Please RSVP to Ruth Hartstein at hartsr@iavjs.org or 215-854-0233 if you're interested in participating. We will forward call-in information to you at that time. We'll take a short break in early fall as the holidays keep our calendars full. Keep your eyes open for future calls starting in November!



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**IAJVS
ANNUAL CONFERENCE 2005**

**CHICAGO
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Mission: *The IAJVS network is guided by a common mission set forth by the medieval Jewish philosopher Moses Maimonides: the greatest charity lies in helping people to become self-sufficient. To realize our shared mission, IAJVS provides its member agencies with services that strengthen local capacity. IAJVS serves as the collective voice, representing the network nationally and internationally, and promoting the important work of its local agencies, both here and abroad.*

Our network consists of 28 non-profit health and human services agencies in the United States, Canada, Israel, and Argentina. Our member agencies together serve over 350,000 individuals annually. They provide a vast array of critical services in the areas of employment, rehabilitation, skills training, literacy, and health.