





donate over one half million dollars in hardware and software to SER Affiliates. Free cutting-edge software packages – ¡Tradúcelo Ahora!, Reading Companion and accessibilityWorks – will constitute the bulk of IBM's donation program.

¡Tradúcelo Ahora!, an innovative website and email translation

program, not only translates websites from English to Spanish automatically, but also translates email messages bidirectionally (English-to-Spanish and Spanish-to-English). The Tomas Rivera Policy Institute, a Latino think-tank at the University of Southern California, conducted an evaluation of the pilot ¡Tradúcelo Ahora! program and found that having access to the translation software benefited organizations and their constituents in significant ways.

Reading Companion is an effective, easy-to-use adult literacy program that uses voice recognition technology to help adults improve their reading skills without the embarrassment of being in a classroom environment where they might mispronounce or misuse words. The Reading Companion software 'listens' to readers and provides useful feedback, enabling learners to practice fundamental reading skills. This exciting donation program will make such a practical difference in the lives of many, many Hispanics as they learn English and ultimately, obtain better jobs.

As I prepare to take on the role of Chairman Emeritus of the SER National Board of Directors this month and begin a decade of service to SER, I do so with even more zeal and determination to support and extend

"I feel that SER National does more to make a difference in people's lives than many other organizations."

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to see Hispanics and other underserved populations...
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life. Diversity has been my personal passion and continues to be the driving force behind my volunteer work.

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ways to help people develop themselves or redevelop their careers, it sets an extraordinary example for other companies to follow. When workers can transition from an uncertain hourly



Photo by Luis Nuno Britones

"When a worldwide Fortune top 10 company like IBM invests in ways to help people develop themselves or redevelop their careers, it sets an extraordinary example for other companies to follow. When workers can transition from an uncertain hourly position to a solid technical job and virtually double their household income, the American dream begins to unfold."

position to a solid technical job and virtually double their household income, the American dream begins to unfold. I am privileged to be a part of this wonderful opportunity – it's the very reason I pledge to continue my personal commitment to serve others.

Sincerely,

Tom Trotter
Chairman of the Board
SER-Jobs for Progress National, Inc.

the organization's mission and tenets. I feel that SER National does more to make a difference in people's lives than many other organizations.



Welcome to SER National's 43rd Annual Conference, held this year in beautiful San Antonio, Texas. Together we will explore the conference theme: No Worker Left Behind.

Throughout the week you will be attending outstanding workshops presented by nationally recognized experts in workforce investment, financial literacy and public policy. We will discuss those critical issues impacting the populations we serve and learn creative strategies that directly support our program efforts. I am certain that by joining forces to learn from one another through shared experiences, new information and best practices, we will not only augment local delivery systems, but also participants.

I believe that SER's efforts are more important today than they have ever been in the history of this organization. In a time of financial uncertainty, SER is responding proactively by providing employment training opportunities for mature workers; by empowering individuals through technology; and by promoting economic sustainability for the working poor. SER's dual language financial literacy initiative, conducted in partnership with Chrysler LLC, is supported through a first-ever Congressional effort to help mature workers; by

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SER National has embarked on a new, cutting-edge project designed to shift the thinking of employers about hiring mature workers. In one of only three

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US Department of Labor (DOL) in 2008, SER National has begun to implement innovative outreach and recruitment strategies for employers in the effort to challenge negative generational stereotypes regarding older workers.

The workforce landscape in our country is changing dramatically. In times past, the economy was more stable and predictable, and attrition was acceptable because companies could afford to hire new people. In today's workforce, employees are no longer

plentiful and easy to come by. Rather, employers are straining

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Chip Wilson, founder and CEO of 360 Solutions, and his team created a comprehensive training program based on the Adult Learning Model and tailored it especially for SCSEP participants. Approximately 60 one-week training sessions have been implemented throughout the states of California, Colorado, Illinois, Kansas and Texas.

Components include: Taking

Responsibility;

Attitude;

Charting Your

Course; Effective

Communication;

Building Trust;

Customer

Satisfaction;

Maximizing Your

Time; Change;

Working in a

Diverse World;

and Putting it All

Together. Trainers

first introduce

the main principle in a module, which

is followed by an experientially-based

classroom exercise that will help participants

understand the concept and how to apply

it in their lives. An action plan gives



and valued employees helps participants develop their own action plans for professional growth and development. "We want participants to understand how their attitudes affect their performances in the workplace," emphasizes Wilson.

Charting Your Course continues the central rebuilding thread by confirming SER National's commitment to providing targeted training that will help participants



create their own blueprints for re-entering the workforce and becoming employees that employers want to keep. To bolster this effort, Effective Communication covers all essential aspects of verbal and nonverbal communications, as well as the art of effective listening, that participants will need to get a job and keep a job.

"Many of our participants have had trust broken down for them over the years," continues Wilson. "They've been in jobs or situations in which it was difficult to build up trust. In Building Trust, we show them how to be a trustworthy person, how to trust others and how to create long-term, lasting professional relationships."

The Customer Satisfaction module weaves these trust concepts into a broader domain, building a solid understanding of customer service as a strategic business strategy. Every aspect of customer service is thoroughly explored, including customer expectations, the customer experience and enhancing customer service skills. Exercises and role play further reinforce participant learning.

"Sometimes participants feel overwhelmed with everything that they have to do, and that 'overwhelmed' feeling becomes an excuse to avoid looking for a job. We cover all aspects of time management and prioritizing the use of time in the Maximizing Your Time module, so participants can learn how to

efficiently and effectively manage their time. We help them learn how to shift their job search from the bottom of their priority list to the top of the list," adds Wilson.

The Change module builds on these ideas by introducing the concept of how to accept and adapt to organizational and life changes with professionalism, determination and optimism. Participants are guided in learning how to accept their role in initiating changes in their lives.

Closely connected to the issue of change is the idea of Working in a Diverse World, which addresses the art of working with all kinds of people, not just persons of different races and ethnicities. This module provides a social building block for understanding diversity, as well as one for developing skills to function effectively in environments and workgroups composed of diverse individuals.

Finally, Putting it All Together helps participants package what they've learned throughout the week. "At the end of the week, we have found that participants are more confident and motivated than ever to find a job. They feel good about the week of training, and they feel good about themselves. They are very happy with the trainers and with SER National because they feel that everyone cares about them and wants them to be successful. Because they have gained new skill sets, they feel positive about what they can offer an employer," says Wilson.

360 Solutions builds activities into the training program that address the spaced repetition concept – whatever we repeat over and over and over again, or think about over and over and over again, will eventually show up in our lives. Individuals may think or say to themselves that since the economy is slow, there is no possibility of landing a job. If that belief is repeated enough times, then, that is exactly what will happen. They will NOT get a job because they have planted that belief system firmly in their minds.

Substituting positive, constructive mental patterns for negative templates is one of the 360 Solutions' key instructional strategies.

Because participants may struggle with computer skills, they are first taught how

"I can't think of enough superlatives for this training! In particular, the module on Communication, which included Effective Listening, would be beneficial for every company and corporation in America! I'm especially looking forward to implementing the time management training into my life. I need to get organized, and the principles I learned will help me get there."

"I LOVED the e-learning! Thanks, SER National!"

"I had so many AHA moments! I realized that my negative attitude was affecting my desire to find a job, as well as other aspects of my life. It seemed that the things I learned were what I needed to learn."

"The e-learning was great because I can work on a course whatever time of the day or night that's convenient for me. Even though I wasn't a computer whiz to start, my trainer helped me get comfortable with the process."

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 Learning how to do a job search on Monster.com or CareerBuilder.com was really helpful (mm)19sse I ow too C(L)-9(5(erB)7(mnw)whiz to stew(i)12(t)8(ldeco)11(ur)cch idester

Spanish monolingual clients. Wherever necessary, the program was facilitated entirely in Spanish by Spanish-speaking trainers.

“We also spent a great deal of time on the subject of customer service and were fortunate to have a Home Depot Human Resources representative present in the Florida training seminars to assist with computer skills and to help boost client confidence levels. The representative was immensely helpful in walking clients through each sub-topic,” continues Cela.

“Clients learned to create email accounts and they practiced building profiles on Monster.com or CareerBuilder.com. These activities gave them added self-confidence and a sense of accomplishment, although not without some fear. In this age of identity theft, there was often great consternation when working on the computer, especially when it came to divulging personal information. Transferring life experiences to the computer screen was a tremendous achievement for clients.”

Acculturation was a major factor in developing and organizing the training content. Since many clients have come to the United States as adults, they



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Central States SER-Jobs for Progress, Inc.

Cook County, Illinois

Rachel McDonald Romo, Executive Director

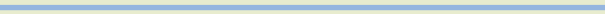
Central States SER-Jobs for Progress, Inc. has been serving Cook County, Illinois for over 30 years. With an organizational budget of \$7,380,000, SER operates offices in urban Chicago and its suburbs. Through the expansion of existing programs and the creation of new services, the number of individuals served has risen from \$700,000 in 2002 to over \$7.3 million in 2008. State

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Current programs include:

1. Year Round Youth focuses on participants attaining educational credentials and higher education. It is funded through the Workforce Investment Act and the Mayor's Office of Workforce Development.

2. Regional Youth Career Development Center – Region IV makes services, such as career readiness and “soft skills” training, available to youths can either be attending



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English Speaking youths. Additionally, parents can attend specialized educational or community workshops throughout the school year.

t Student Transition Assistance Program addresses the need for supplemental educational and social services for students by providing them the kinds of intervention support that will help them succeed in school. At Woodlands High School in Greenburg, NY, SER of Westchester assists 60 Temporary

SER-Jobs for Progress National, Inc. is pleased to announce that IBM has awarded an Innovation Grant to the SER Affiliate San Diego County SER - Jobs for Progress, Inc. Ten workstations and an innovative software program, accessibilityWorks, will be housed at San Diego County SER – Jobs for Progress, Inc.'s new computer lab. IBM, a historically strong supporter of San Diego County SER, has

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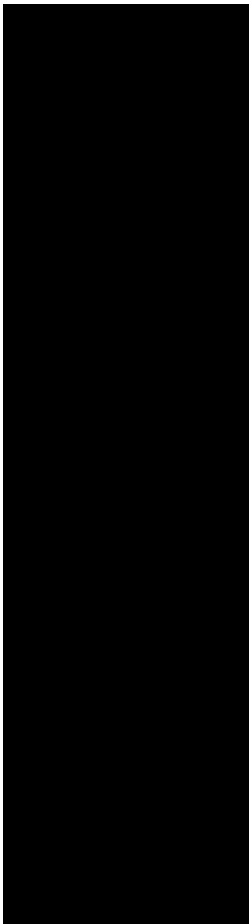
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BECAUSE EVEN THE
SMALLEST ACTION
CAN CREATE AN

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We collaborate in our community partner for the betterment
of our cities and neighborhood. By understanding challenge
and supporting goal, possibilities become realities in
The Wachovia Foundation.



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