

### EMPLOYMENT STATISTICS PINELLAS COUNTY OCTOBER 2012

5,313 Initial Reemployment Assistance

↓ 21% September 2012

↑ 23% October 2011

#### October 2012 Unemployment Rate

- 7.9% Pinellas County
- 8.2% Tampa Bay MSA
- 8.2% Florida
- 7.5% U.S.

Source: Department of Economic Opportunity; Numbers Not Seasonally Adjusted

The October unemployment rate in Pinellas County was the lowest since November 2008. Pinellas County had the lowest unemployment in the four-county Tampa-St. Petersburg-Clearwater metro area. The major industry gaining the most jobs was education and health services (+8,500 jobs). Other industries gaining jobs included professional and business services (+7,900 jobs); leisure and hospitality (+7,200 jobs); and financial activities (+1,700 jobs). The industries losing jobs over the year were manufacturing (-2,500 jobs); mining, logging, and construction (-2,200 jobs); and trade, transportation, and utilities (-1,200 jobs).

Pinellas Civilian Labor Force

452,393

Unemployed Pinellas Citizens

35,840

Over-the-Year Job Growth  
Tampa-St. Pete-Clearwater MSA

+19,300 jobs

Annual Wage (Pinellas County '11)

\$42,388



## December 2012

H1B Grants P.1

Business Seminar Series P.1

Job Clubs P.2

Customer Success Stories P.2

## Connecting Business & Education

### Training Grants Close Skills Gap for Region's Workforce

A critical factor of establishing and growing Tampa Bay's targeted industries is assuring a rich pipeline of talented and qualified workers with the specific skills needed to support these industries. The Tampa Bay Hi-Tech Training (HITT) program and the Tampa Bay Healthcare and Nursing program aim to close the skill gaps for two of the region's targeted industries: healthcare and information technology.

Led by WorkNet Pinellas and Tampa Bay WorkForce Alliance, both programs serve incumbent workers through partnerships with local employers and unemployed job seekers.

The Tampa Bay Healthcare and Nursing program, funded by a \$4.8m grant awarded by the U.S. Department of Labor, partners St. Petersburg College and BayCare Health System to create career pathways in nursing and other healthcare occupations. The program will assist over 600 participants in the Tampa Bay region.

The HITT program, funded by a \$3.8m grant awarded by the U.S. Department of Labor, partners Hillsborough Community College, St. Petersburg College, AT&T, and IBM to provide education, training and job placement assistance within the IT industry. The information technology and telecommunications training initiative will serve over 2,300 participants.

The HITT program will not only establish a qualified workforce for our region's top employers, but it will also foster an environment where IT occupations are sought after commodities supported by an IT apprenticeship program. The HITT grant aims to establish an Apprenticeship Committee and Program within four years, and [since April 2012] has already begun forming a committee to draft the framework of the program. The Tampa Bay IT Apprenticeship Committee is

made up of top industry leaders who are crafting the basis for a program to support those IT and telecommunications industries.

The main priority of these programs is to help participants overcome gaps in knowledge, technical skills, and credentials necessary to strengthen the region's economy with a skilled and employed workforce. For more information about the Tampa Bay Hi-Tech Training and Healthcare and Nursing programs visit [www.worknetpinellas.org](http://www.worknetpinellas.org) or [www.workforcetampa.com](http://www.workforcetampa.com).

## You're Invited!

Please join WorkNet Pinellas in welcoming Carolina Lora, WorkNet's Business Services Recruiter, as she presents "Promoting Your Business with LinkedIn®". Ms. Lora is the go to LinkedIn® expert within the WorkNet organization and is currently coaching internal instructors on best practices of this social media powerhouse.

This hands-on workshop is designed to explore the valuable tools that LinkedIn® offers. You will learn how to develop a complete and effective profile, promote your company brand and find talent for your organization. The "Promoting Your Business with LinkedIn®" business seminar is scheduled for two dates, Tuesday, December 4th and Wednesday, December 5th from 3:00 pm until 4:30 pm at the St. Petersburg College EpiCenter in Clearwater (13805 58th Street N., Room 2-431). For more information contact Marilyn Browne at [mbrowne@worknetpinellas.org](mailto:mbrowne@worknetpinellas.org) or 727-608-2420.

## UPCOMING EVENTS & MEETINGS

- **DECEMBER 4, 3:00 PM**  
Business Seminar Series:  
Promoting Your Business with  
LinkedIn®  
EpiCenter
- **DECEMBER 5, 11:00 AM**  
Executive Committee  
EpiCenter
- **DECEMBER 19, 11:45 AM**  
Board of Directors Meeting  
Suncoast Hospice for Learning  
10204 Seminole Island Drive,  
Largo 33733
- **JANUARY 15, 3:00 PM**  
Business Seminar Series:  
Building Corporate Partnerships  
EpiCenter
- **JANUARY 25, 9:00 AM**  
Finance Committee  
EpiCenter

## Job Clubs Provide Support and Optimism

WorkNet Pinellas' Job Clubs give job seekers the tools and support they need to find a job. The small groups meet regularly to talk about job search techniques and strategies. WorkNet Pinellas sponsors the job clubs but the members choose the location, meeting dates and time. A lead facilitator is chosen for each group that is located at various locations throughout Pinellas County.

The core foundation of job clubs is the belief that each member has something valuable to contribute and that everyone benefits from the advice and encouragement of the diverse group setting. Becoming part of a job club can offer valuable assistance and renewed optimism. It also brings a strong sense of accountability that gets job seekers going in the right direction. Below is feedback from members of the Clearwater Job Club.

"The Clearwater Job Club has been beneficial in providing current information on many topics that are helpful during my job search. Discussions have included negotiation strategies, identifying target companies and the use of LinkedIn. I think the most valuable benefit has been the opportunity to hear about successful job searches and the fact that some

of them were the result of contacts made due to a lead from another Job Club member."

"I have been attending the Clearwater Job Club for about 5 months. I have found it very useful in my job search. Pat Woods has done a fantastic job leading the job club. She has many great suggestions on how to make the most of a job search. She is also very good at getting the group to interact with each other and providing leads and networking tips. I have recommended this job club to a couple of other people. Pat is doing a fantastic job and I appreciate the effort and time she puts into this volunteer position."

"Since Pat Wood took over as the facilitator of the Clearwater Job Club, the topics presented have been very helpful and informative. Each week the group shares needs, leads and success stories such as a member getting an interview or job offer. I've gained more information to help me along in my job search. For those just starting their transition and haven't already attended, I would definitely recommend this job club."

To find out more about WorkNet's Job Clubs visit [www.worknetpinellas.org](http://www.worknetpinellas.org).

## Follow WorkNet on Facebook, LinkedIn® and Twitter!

## Customer Success Stories

Dear Ms. Brazzo,  
I wanted to take this opportunity to thank you once again. I am very grateful to everyone that took time to help me succeed in the Youth Connect program. From the person who enrolled me to obtain my high school diploma to each and every one who guided me, instructed me, taught me lessons, supported me, gave me funds, information and opportunities; this includes: the country, state, county, city, schools, its GED instructors, counselors, Youth Connect personnel, but especially YOU, Amy Brazzo, because it was you who was there for me, it was you who helped me and understood. I know that many of the things you did were part of your job, your tasks, but it was your passion, dedication for helping others that I could see and received. I will always remember you because everyone has a story and surely you are part of mine. - Luis B.

*Amy Brazzo-Daniel is a Youth Coordinator with WorkNet's Youth Connect Program.*

"Thank you to WorkNet Pinellas for all they did for me during my period of unemployment. I had been out of work for almost

two years, and it was getting more and more difficult to keep my skill set competitive. I was getting desperate as I continued to be overlooked by employers. WorkNet provided me the grant that enabled me to take classes and get Microsoft Certified at LaSalle Computer Learning. It was these classes and certifications that finally provided me with a means in which to hone my skill set and ultimately made me more marketable. Now I am working as software developer for the Public Defender's office in Tampa. Thank you, WorkNet Pinellas, for getting me back on my feet again!" - Melissa C.

Hi Dan,  
I wanted to inform you of my new position with Comprehensive Home Care that I began on October 15th. From the bottom of my heart I wish to thank you and all the folks who have assisted me in my quest for employment at the WorkNet Gulf-to-Bay location. I have been treated like a human being, a professional, like a person who has something to offer. - Debra B.

*Daniel Wright is a Veteran's Employment Representative at our Gulf-to-Bay location.*