

community advocacy mentoring opportunity  
teamwork accessibility communication  
mentoring exploration committed  
enthusiastic welcoming support teamwork  
challenge friendly empowering

# {SE WORKS}

annual report 2001-2002

self-sufficiency community advocacy  
mentoring opportunity teamwork  
accessibility communication mentoring  
exploration committed enthusiastic  
welcoming support teamwork challenge  
friendly empowering customer service  
community advocacy mentoring opportunity  
teamwork accessibility communication  
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enthusiastic welcoming support teamwork  
challenge friendly empowering  
self-sufficiency community advocacy  
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## Message from the SE Works Leadership

Dear Friends,

April 2002 marked SE Works' and the Southeast One Stop's fifth anniversary! We experienced another year of dramatic increases in requests for employment and training services. It's no wonder this occurred, with Oregon registering the highest unemployment rate in the nation. Though projections are favorable for the recovery of our local economy, many of our job seekers and employers have yet to experience this upturn. Despite the challenges and setbacks cultivated by the current economic and political environment, we continue to pursue creative solutions to sustain and grow SE Works:

- Like many organizations, SE Works experienced reductions in funding allocations. In response, we tightened programming, increased emphasis on performance, and shifted staff resources. This resulted in a stronger focus on our core mission and better service to our community.
- We expanded partnerships, bringing new resources to the One Stop. This year, we collaborated with Oregon Health & Science University's Center on Self-Determination to enhance services for youth experiencing disabilities. Our partnership with Portland State University expanded to include Capstone students providing English language instruction and tutoring.
- Our board of directors has increased its role in program planning and development. This year, the board participated in recommending program improvements in youth services; prioritizing critical job seeker and employer services; and assisting with our major fundraising event.

Despite the negative trends in the nation's and Oregon's economy, we've retained a positive outlook on our future. As always, the SE Works staff and board of directors strive to find innovative ways to serve our community. We will continue to reach out to job seekers and employers, offering the highest quality services and staff support. The energy and resources of SE Works will be directed towards responding to the workforce and economic development demands of southeast Portland.

We offer our heartfelt thanks to our staff, volunteers, board of directors, and community for your dedication and hard work. Your devotion to the mission of SE Works remains unparalleled. A special thanks to Nancy Chapin, our outgoing chair, for your years of dedicated service. Thank you to everyone for five years of unbelievable service!

With warm wishes,



Heidi Soderberg  
Executive Director



Jeff Thompson  
Board Chair



# Neighborhood Jobs Center

The Neighborhood Jobs Center, at the heart of SE Works, was an extremely busy place this past year. The layoffs that seemed to be almost weekly occurrences in the Portland area were more than just news stories—they were embodied by the hundreds of job seekers that came through our doors. We saw a dramatic decrease in employment opportunities compared to previous years, and our customers were generally experiencing longer periods of unemployment. We worked with them not just to improve their resumes and job search skills, but also to help keep their spirits up.

Our Jobs Center now offers a variety of resources for Russian- and Spanish-speaking job seekers, including handouts, workshops, and staff who speak their native language. And we continue to reach out to the workforce development and business communities. We presented two well-received trainings for the regional One Stop system, attracting over 135 attendees, and provided customized training to several businesses. The constant flow of job seekers demonstrated—more than ever—that SE Works has become a vital and recognized community resource.

## Statistics

Job seekers receiving Core Services:

2466

Job seekers in Core Services

obtaining employment: 986

Job seekers enrolled in Intensive

Services: 190

Job seekers in Intensive Services

obtaining employment: 147

Average wage (Intensive Services):

\$10.39

Job seekers attending an

information session: 1349

Job seekers attending a...

- Computer training workshop: 556
- Resume workshop: 240
- Interviewing workshop: 107

## Customer Profile

Maria Carolina Mondaca was introduced to SE Works when she received a referral from the Oregon Employment Department. In September 2001, she was laid off from her position as a Spanish-speaking customer service representative due to company relocation. That led to her first visit, which was followed by many more over the course of the next 12 months. After finding out about our resources, she attended interviewing and resume workshops. Building on her previous training as a pharmacy technician, Carolina enrolled in a four-month retraining course, while she kept her job search going. She also honed her computer skills by taking our Excel workshop. In the Jobs Center, Carolina spent time looking through job listings, using the fax machine to apply for positions, and getting support and feedback from the Jobs Center staff. She practiced answering interview questions and got advice on how to improve her responses. As a native Spanish speaker, she found it very helpful to have Spanish speakers on staff. Finally Carolina's persistence paid off. She is now working as a pharmacy technician at Neighbor Care Pharmacy. What stands out for her is how friendly and helpful the SE Works staff was. She has recommended SE Works to several family members, including her son.

# Serving People Experiencing Disabilities

We have been focusing this past year on building our capacity to serve youth and adults experiencing disabilities. Together with the Center on Self-Determination at Oregon Health & Science University (OHSU), Independent Living Resources, worksystems inc., and Portland Public Schools, SE Works is part of an initiative funded by the Department of Labor to demonstrate best practices around serving youth experiencing disabilities. Our goal is to improve access to resources that can assist customers in moving towards self-sufficiency. We have modified our teaching materials to present information in different ways, meeting a variety of learning styles—a change that benefits all of our customers. We offered regular trainings on topics of interest, open to the regional One Stop staff. We also added youth advocate Brian Ingram, who serves youth experiencing disabilities, to our staff. Brian focuses on effectively leveraging resources as he works with participants to create individualized plans for moving them into employment. Over two years, forty youth ages 14-22 will receive services at SE Works.

We are also making strides in our ability to serve adults experiencing disabilities. In 2002 Oregon became one of 13 states participating in the federal Ticket to Work program, designed to move people off of federal income support programs that assist individuals experiencing disabilities. The program is career focused and based on the belief that anybody who wants to work should be able to. Its goal is to ultimately replace government benefits entirely with earned income. Our program accommodations liaison, Milele Landrum, is getting the word out in the community about the Ticket to Work program and recruiting participants. She will work in cooperation with county and state agencies to place participants in employment and provide the appropriate supports. Milele also serves as a technical adviser on disability issues for the entire SE Works staff.

“SE Works is excited about and committed to becoming a fully accessible and truly welcoming program for youth and adults with disabilities. It is already headed toward being a national model for full accessibility.”

—Dr. JoAnn Sowers, Co-Director,  
Center on Self-Determination,  
Oregon Health & Science University

## Customer Profile

Twenty-one-year-old Dan Barzola was interested in becoming a pilot. He was referred to SE Works by the Vocational Rehabilitation Division. Youth advocate Brian Ingram worked to set up an internship for Dan so he could explore firsthand what a piloting career might entail. Brian succeeded in landing Dan an internship with the Bonneville Power Administration, which keeps a fleet of planes at Portland International Airport. For a month, Dan explored a variety of jobs, including piloting, maintenance, and scheduling. The internship helped him discover that he found scheduling the most appealing and enabled him to set career goals based on this information.

# Partnerships

## Portland State University

Working with the Capstone program at Portland State University (PSU), SE Works staff crafted a proposal to bring in PSU students to provide English as a Second Language tutoring to Spanish- and Russian-speaking SE Works customers. Recognizing a need for English-language instruction and the reality that traditional ESL classes may not fit the needs or schedules of all English learners, Jobs Center advocate Andrew Reed designed and implemented the Capstone course for PSU seniors. Students who enroll in the course learn about workforce development and are paired with a SE Works customer to provide individualized tutoring. The idea caught the attention of SE Works youth staff, and the program was expanded to include Russian-speaking youth at SE Works. In one-on-one sessions, tutors assist with English and math skills, but they also do more—as mentors, they help build a bridge between differing cultures and encourage youth to stay in school.



## Customer Profile

When Terry Gaines came to SE Works last fall, he had little idea what we were all about. Terry had worked as a web development manager, but had been unemployed for some time and was living off of his savings. He had been thinking about going back to school, and was interested in exploring law and real estate as possible career changes. Terry attended a SE Works information session and subsequently met with Anne Sweet, a personal advocate. As a result of their discussion, he decided he wanted to enroll in several classes at Portland Community College. With Anne's assistance, he was able to register for the classes he wanted and receive tuition assistance from SE Works. Terry also attended an on-site presentation by UPS and applied for a position. Attracted by the company's tuition reimbursement program and ready to work, he persevered until he was hired five weeks later. He now works 20-25 hours a week at UPS and is continuing his education. Terry was impressed by the welcoming environment at SE Works, and he appreciated having someone listen to him, in addition to working with him toward achieving his goals. Like many of our customers, he looks forward to giving something back to SE Works the future.

# Partnerships

## AFSCME/OHSU Career Development Center

SE Works recently teamed with worksystems inc., Oregon Health & Science University (OHSU), and the American Federation of State, County, and Municipal Employees (AFSCME) Local 328—the union representing hundreds of OHSU workers—to create an on-site career center at OHSU. A grant from the Oregon Workforce Investment Board helped to fund the establishment of the Career Development Center, whose purpose is to offer current OHSU employees opportunities to enhance their skills and expand possibilities for career advancement. SE Works helped create a menu of services and tailored our existing learning tools for use in the health care field. Among its resources, the center offers training in administrative support, computer applications, and communication skills; job search assistance; and career counseling. To achieve its goal of providing self-service access and tools, the center offers a variety of on-line and computer-based resources and training materials available for loan. During the start-up phase of the project, SE Works staff members provided coaching for the new center's staff. A SE Works assessment specialist was outstationed at the center during its first year of operation. Portland State University Capstone students also played a role—adapting an SE Works tutorial on interviewing techniques for the health care industry and translating key vocabulary into Russian, Spanish, and Vietnamese. The AFSCME/OHSU Career Development Center is now up and running, serving about eighty people per week. Thanks to a unique partnership, the center is busy assisting workers in their efforts to move up the career ladder, offering an innovative model for collaborative workforce development efforts.

## Employer Partner: Standard TV & Appliance

When employers need assistance building a strong, qualified workforce, SE Works provides customized services, tailored to the employer's needs. This year we developed a partnership with Standard TV & Appliance to perform prescreening and assessment for job applicants. Our business services team met with Standard's hiring staff to create ideal candidate profiles for several positions. We then developed tools to use for screening applicants and a PowerPoint presentation to provide applicants with basic information about the company and the open positions. SE Works is serving as the initial point-of-entry in the hiring process. But most importantly, we've built a relationship with a local employer that serves both the employer and job seekers.

"SE Works' expertise in customizing services, tutorials, and training to meet the needs of a particular organization was extremely helpful in expanding the opportunities within our career Center."

—Diane Lovell, Council Representative,  
AFSCME Local 328

# Youth Wing

Over our five years of existence, an ever-increasing number of youth have been coming through our doors. In 2001, we saw an opportunity to expand SE Works and create a space dedicated to serving our youth customers. When our neighbor vacated the 1,500-square-foot space next door, we assumed the lease. However, a complete renovation was necessary to make the space functional. We began a major fundraising campaign in fall 2001, and we were fortunate to reach our goal of raising \$100,000 by July 2002. The renovation was completed by early fall, and the youth team excitedly moved into their new accommodations, which allow for more classroom space, greater staff communication, and a more welcoming environment for our youth customers. We are grateful to the following funding sources for making the renovation possible:

PGE-Enron Foundation/Portland YouthBuilders  
Rose E. Tucker Charitable Trust  
Sisters of Charity of Iowa (loan)  
Sisters of Loretto of Kentucky (loan)  
Spirit Mountain Community Fund  
The Bill & Melinda Gates Foundation  
The Collins Foundation  
The Juan Young Trust  
The Wessinger Foundation

The youth program also benefited from two fundraising events, the HUB (Historically Underserved Businesses) Golf Tournament and the annual SE Works Soup Cook-off and

Auction. In addition to raising community support and awareness of our mission, these two events raised a total of \$10,000. In the current economic climate, private funding sources are becoming vital to our ability to perform the work we do, and the support of foundations and businesses is more important than ever.



# Youth Program

SE Works' youth program continues to grow and evolve. We are now offering a greater variety of services tailored to the needs of our local youth. Finding that some young people who have been out of school for several years may need more preparation before entering our on-site General Educational Development (GED) program, we started a pre-GED class. It offers youth a structured environment where personalized support, job readiness skills, and tutoring come together. We are learning to work more effectively with youth experiencing disabilities, and continuing our work with Eastern European youth. We have begun implementing the SCORE (Success in Connecting to, Obtaining and Retaining Employment) program, a curriculum developed by business services manager Sue Eastman that demonstrates what it takes to be job ready and motivates youth to acquire the skills necessary to succeed in the workplace. The youth team reports that it is effective in helping kids identify their goals and develop a plan of action to get and stay employed. Our new youth offices ease our growing pains and better equip us to provide an open, friendly environment for our local youth.

## Customer Profile

Fifteen-year-old Ruslan Pukay comes from a family of fourteen. He has a learning disability that made traditional schooling a challenge for him. While his mother tried a variety of schools and tutors, Ruslan's academic achievement continued to suffer. Youth advocate Emma Zwaschka suggested to Ruslan's mother that she bring him to SE Works to meet with our staff who have experience working with learning-disabled youth. Once Ruslan's mother learned more about how we could help him, she allowed Ruslan to come to SE Works for tutoring. He was paired with tutor Alla Safonova, a bicultural and bilingual PSU student. We are working to get funding that will allow for special accommodations for Ruslan so that he can get his high school diploma. Alla reports that she and Ruslan are working together very successfully, and Ruslan is happy with the arrangement. His latest grades are all A's. Emma reports that Ruslan recently called her—for the first time in the two years she's known the family—to ask how she was and say thank you.



## Partner: Job Corps

Job Corps—a national educational and vocational training program for 16- to 24-year-olds—is one of the busiest on-site partners here at SE Works. Our two Job Corps staff (employees of Del-Jen, Inc., a subcontractor with the U.S. Department of Labor) help low-income young people get into training programs where they can also get their high school diploma or GED and then make a successful transition to the workforce after they complete the program. Training is provided at no cost to those accepted into the program. Admissions counselor Walter Yerkes meets with individuals interested in the program and helps them determine if Job Corps is right for them. He helps them select a vocation, complete the application process, and begin an individualized career plan. Walt also reaches out to local schools and other youth organizations to get the word out about what Job Corps has to offer.

Placement specialist Charles Lawrence works with young people returning from Job Corps to the Portland region, assisting with their transition to the “real world.” Charles visits Job Corps training centers to prepare students for their job search and provide labor market information, and once they’ve left the centers, he connects them with job opportunities and introduces them to the wide variety of resources available at the One Stop. In addition, he maintains relationships with many local employers, and has teamed up with business services manager Sue Eastman to identify new employers that may provide job opportunities for Job Corps grads. Job Corps has six residential training centers in our area and also operates the nonresidential PIVOT program for young single mothers, in partnership with Portland Public Schools. Job Corps provides a great option for many young people coming to SE Works, and it is an integral part of our youth program.

“Being at SE Works is empowering. It’s important to me to be able to make a difference in someone’s life and to be a role model for young people.”

—Charles Lawrence, Job Corps Placement Specialist (left in photo)



# Youth in the Parks

To provide youth from another culture with an introduction to the world of work, youth advocate Emma Zwaschka started a unique program in cooperation with Portland Parks & Recreation (PP&R). Beginning in July 2001, the city bureau agreed to provide an eight-week work experience program to twelve youth; their job was to assist with the maintenance and cleanup of Portland's green spaces. SE Works recruited the youths and provided supervision and support, as well as stipends for the work they performed. A second group of eight youth completed a seven-week program in the fall of 2001, and the program has been so successful, it has been continued into the current program year.

Most of the participants in this program have only recently arrived in this country. The many lessons they learn on the job include basic work skills, teamwork, and leadership skills. While providing an important service to the community, the project also fosters a sense of civic pride and a greater environmental awareness. The field work is accompanied by classroom education on life skills, personal development, and career exploration. Participants are provided with bus passes and learn to find their way to the job sites using TriMet. Special Portland places such as Oaks Bottom Wildlife Refuge, Springwater Trail, and Powell Butte Nature Park are better off for the hours these youth spent there; in return they gained skills they can use to help them navigate their way toward their educational and career aspirations. Our thanks go to Meyer Memorial Trust, Herbert A. Templeton Foundation, Portland Parks and Recreation Youth Trust Fund, and worksystems inc. for providing funding support for the program.

“The young people on this team looked at the work that they were doing as a challenge and took that challenge seriously. This group is the best and I hope to continue a long relationship with them.”

—Louise Shorr, Portland Parks & Recreation Natural Resources



# Financial Statement

## Statement of Activities Year Ended June 30, 2002

### SUPPORT AND REVENUE:

Government grants and contracts	\$ 1,232,107
Donations	134,762
Resource sharing income	28,483
Interest	73
Unrealized gain on investments	3,875
Other revenue	28,452
Net assets released from restrictions	—

**Total support and revenue** **1,427,752**

### EXPENSES:

Program services:	
Neighborhood Jobs Center	287,238
Advocacy/Training	402,074
Youth Services	340,917
Employer Services	122,134
Lents Tech Center	47,683

Total program services 1,200,046

Support services:	
Management and general	93,178
Fundraising	14,403

Total support services 107,581

**Total expenses** **1,307,627**

**Increase (decrease) in net assets** **120,125**

Net assets at beginning of year 73,857

**Net assets at end of year** **\$ 193,982**

## Statement of Financial Position June 30, 2002

### ASSETS:

Cash	\$ 56,409
Investments	3,875
Accounts receivable	160,712
Property and equipment - net	63,132

**Total assets** **284,128**

### LIABILITIES AND NET ASSETS:

#### Liabilities:

Cash overdraft	—
Accounts payable	18,214
Accrued vacation	27,080
Refundable advance	—
Deferred revenue	10,000
Note payable	34,852

**Total liabilities** **90,146**

#### Net assets:

Unrestricted:	
Investment in property and equipment	10,780
Undesignated	78,202
Total unrestricted	88,982
Temporarily restricted	105,000

**Total net assets** **193,982**

**Total liabilities and net assets** **\$ 284,128**

The following businesses and individuals contributed products or services to SE Works fundraising events in 2001-2002. We thank them for their generosity.

Acapulco Restaurant	DoubleTree Hotel - Portland	Holiday Inn Portland -	Paloma Clothing	Shenanigans
Al-Amir Restaurant	Downtown	Convention Center	Pete Ward Travel	Softtipper Darts
Amazing Maids	DoubleTree Hotel - Lloyd Center	Honeybaked Ham Restaurant	Pho Van	Spirit Mountain Casino
Artists Repertory Theater	Downtown Greek Cucina	Ichidai	Phoenix Inn	Spirit of Portland
Artie Gallery	Susan Eastman	Il Piatto	Poncho's	Starbucks
Azteca	Echo Theater	Imago Theatre	Portland Beavers/PGE Park	Sunrise Salon
Balloons 'n Bears	Edmund Keene Photographers	India House	Portland Center Spa	Tears of Joy Theater
Bally's Total Fitness	Electricians Apprenticeship	Jiffy Lube	Portland Center Stage	The Refectory
Basta's	Embassy Suites	King Hill Salon	Portland Classical Chinese	Thrifty Auto Supply
Belinki & DuPrey Art Gallery	Enchanted Evening Limousine	La Catalana	Garden	Thurman Street Studios
Bellini	Encore Studios	Leatherman Tool Group	Portland Habilitation Center	Togo's Eatery
Benihana	Erath Vineyard	Louie Photography	Portland Institute for	Tom Peterson and Gloria's Too
Bluehour	Faces Unlimited	Makin' Waves Travel	Contemporary Art	Tony Roma's
Bowers Bakery	Fernando's Hideaway	Marrakesh Moroccan Restaurant	Portland Parks and Recreation	Tully's Coffee
Broadway Hair and Tan	First Light Landscaping	John Matthews	Portland Rock Gym	Tuscany Grill
Burlington Coat Factory	Four Points by Sheraton Portland	Midas	Portland Trail Blazers	Twist
Buy Right Outlets	Downtown	Monarch Hotel/Sam's Restaurant	Portland Winterhawks	Tygre's Heart Shakespeare
Caffe Mingo	Franz Bakery	Mt. Hood Railroad	Profile Theater Project	Company
Castagna	Gottlieb Gallery	Mt. Scott Fuel Company	Quintana Gallery	Typhoon
Chamber Music Northwest	Grand Central Baking Co.	Mt. Tabor Fine Wines	Radisson Hotel	Veritable Quandary
Chevys	Gypsy Lounge	Music Millennium	Raggedy Ann's Dustbusters	Wild Abandon
Chez What? Café	Hawaiian Airlines	Nature's/Wild Oats	Red Eagle Gallery	Wildwood
Chinook Grill/Marriott City Ctr	Hawthorn Inn & Suites	OMSI	Red Lobster	Willamette Valley Vineyards
Chinook Winds Casino	Heathman Hotel	Oregon Ballet Theatre	Regal Cinemas	William Joseph Gallery
City of Lake Oswego Golf Course	Helen Bernhard Bakery	Oregon Children's Theater	Bill Rodden	William's on 12th
Coffee People	Paula Hilbert	Oregon Symphony	Rose City Massage Therapy	Yola's Foster Road Coffee House
Dan & Louis Oyster Bar	Hilton Hotel	Outback Steakhouse	Salon Galeria	
Denny's	His Bakery	Pacific Power	Senator Ron Wyden	

## SE Works Board of Directors, 2001-2002

Nancy Chapin, *Chair*  
The Support Group Management Services

Jeff Thompson, *Vice Chair*  
Oregon Center for Public Policy

Anne Valsamakis, *Secretary*  
IRCO

Joyce Walls, *Treasurer*  
Southeast Uplift

Mitchell Cogen  
Bullard, Smith, Jernstedt, Wilson

Gabrielle Duffus  
SE Works Youth Advisory Board

John Matthews  
Portland Community College

Yvonne McClain  
CMTS

Mike McLaughlin  
SE Works Youth Advisory Board

Karla O'Dell  
Community Member

Ignacio Páramo  
OHDC/Hispanic Access Center

Richard Rice  
Community Member

Glenn Shuck  
Labor's Community Service

Kathy Stromvig  
Portland Public Schools

## Staff

*Executive Director* Heidi Soderberg

*Fiscal and Operations Manager* Robert Earhart (through 9/6/02)

*Fiscal and Technology Manager* Deborah Velardi (beginning 6/1/02)

*Operations Manager* Laura Recko

*Adult Program Manager* Annette Johnston

*Jobs Center Advocates* Lorna Fell, Patricia Guardiola, Andrew Reed

*Assessment Specialist* Brandi Hayward

*Community Justice Specialists* Yvette Allen, Chick Rose

*One Stop Coordinator* Lisa Goldberg

*Program Support Specialist* Jessica Wornum

*Personal Advocates* Duane McKinney, Anne Sweet

*Youth Program Manager* Kenny Sparks

*Youth Advocates* Emma Zwaschka, Brian Obog, Brian Ingram, Susannah Hall

*Business Services Manager* Sue Eastman

*Customer Service Representative* Robert Moore

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Our thanks to Lisa Goldberg for designing and writing our annual report.