



SER National Organizational Overview

SER is a national, private, nonprofit organization making a positive impact on families across America. SER is the Spanish verb for “to be” and also reflects the means by which our mission is accomplished—*Service, Employment, and Redevelopment*. Since its inception, SER National has played a key role in the nation’s workforce investment system, and is today recognized by the US Department of Labor as the “premier community-based organization serving the employment needs of

Mission

SER is a national network of employment and training organizations that formulates and advocates initiatives that result in the increased development and utilization of America’s human resources, with special emphasis on the needs of Hispanics, in the areas of education, training, employment, business and economic opportunity.

SER National aims to develop the capacity of the SER network through the provision of technical assistance, research and planning, program and policy development, and fundraising.

Vision

The vision of SER Jobs for Progress National Inc. is to enable the Hispanic community and other underserved populations, to fully participate in the socio-economic mainstream, achieving equal access and parity in all aspects of American society.

the Hispanic community.” SER National is also recognized by Hispanic Business Magazine as #9 in the 2011 Top 25 Hispanic Non-Profit organizations in the nation, with approximately \$45.6 Million in revenue to the organization at the time of the report. For over 45 years, SER has addressed the needs of economically challenged individuals in education, job skills training, literacy and employment. SER’s ultimate goal is provide opportunities for individuals to become full and productive citizens in their communities.

SER has responded to the needs of workers and employers through the development of a 21st century workforce to meet the skill needs of American business and industry. Headquartered in Irving, Texas, SER presently oversees a network of 24 community-based organizations in more than 200 cities located in 13 states, Puerto Rico and the District of Columbia. SER National supports and provides *oversight to this network of outstanding affiliate agencies that offer effective, culturally-competent, inspiring educational and workforce development programs* in the neighborhoods in which they’re needed most. Through the extensive network, SER serves over 1,200,000 individuals each year. SER programs touch the lives of pre-school children, youth, high school dropouts, dislocated workers, unemployed individuals and senior citizens, transforming their lives and communities.

SER National has a strong partnership with Corporate America through the Amigos de SER Business Advisory Council and members of the Board of Directors where Fortune 500 corporations such as Altria, Anheuser- Busch, AT&T, Citibank, Chrysler LLC, Coca-Cola, Comerica, Exxon Mobil, Ford, General Mills, GMAC, IBM, Kellogg, MillerCoors, PepsiCo, and Verizon provide technical assistance, financial support, and employment opportunities for SER participants across the country. Over SER’s history, the largest single contributor has been IBM who has provided over \$15 Million in hardware, software, in-kind services and financial support to the SER headquarters and network operations.

SER National and Network Capacity Building

SER National works strategically with each of its local affiliates to build capacity, provide training and technical assistance, and to ensure that resources are available for service delivery. SER National supports the local affiliated organizations in four primary areas:

- Administrative and Financial processes and systems
- Marketing and Outreach
- Development
- Leadership

SER National's Service Areas of Focus

EMPLOYMENT: Across the United States and Puerto Rico, *SER National is investing in hundreds of underserved communities* by carrying out unique workforce development initiatives that improve the quality of life for the people who live there. Whether it's through *one-on-one job coaching, employment services targeting senior workers, or training for rewarding jobs in healthcare* and green construction, SER is paving the way to equal access and upward career mobility for the people who need it most. Through employment programs such as:

Senior Community Service Employment Program

SER National is funded by the U.S. Department of Labor (DOL) to operate the Senior Community Service Employment Program (SCSEP) focusing on the training and employment needs of the mature worker. SER serves over 4,500 participants in over 150 counties in 8 states each year. SCSEP, in its sixth year of operation, is administered locally by SER sub grantees in the following states: California, Colorado, Florida, Illinois, Kansas, Rhode Island, Texas, and Wisconsin.

Healthcare Careers

SER National and its affiliate network have concentrated on providing awareness and training for customers in the healthcare industry professions. Below are a few examples of the work in this area.

In San Antonio, SER is working with University Health System to implement a healthcare training program that helps under-employed limited English proficient employees at UHS systems get upgraded for higher paying wages in one of the targeted occupations and that provides community training for health profession jobs. In Chicago, SER has developed a national model of the Healthcare Careers Bridge Program. For over three years, SER has been working closely with partners to provide a career pathway into healthcare for individuals that have low levels of literacy and English skills by preparing them through contextualized education and career experience. Throughout the country, SER provides the critical link between the healthcare industry employers and qualified, skilled job candidates, investing in America's healthcare workforce.

Coaching to Care Program

Coaching to Care is a nation-wide, innovative program funded by the DOL and managed by SER National. The program provides funding to 11 sub-grantees to allow them to use personalized coaching along with specially designed, interactive computer software and internet access to facilitate career exploration in the healthcare industry. *Coaching to Care* allows participating SER affiliates and their network of local and national community partners to offer needed information about employment possibilities in the healthcare industry to Hispanics, African Americans, and other underserved and underemployed populations.

Other Employment Programs

Local SER affiliates operate other workforce development programs, targeting Hispanics and all other underrepresented minority groups such as the program in New Mexico where SER Santa Fe operates fourteen (14) One-Stop Career Centers and provides services to half of the state and in Houston where SER of the Texas Gulf Coast is implementing a Pathways Out of Poverty grant focused on creating job skills in green construction trades and providing career pathways to over 400 individuals that have dropped out of high school or were involved in the criminal justice system.

EDUCATION: *SER National supports education and training for all children, youth and adults, because education opens the doors of opportunity for economic self-sufficiency and upward mobility. SER helps young people achieve academic success by providing high quality, culturally competent and inspiring learning opportunities through charter schools, alternative schools, and out-of-school tutoring programs.* And SER supports adult learning too, ensuring that everyone has the basic literacy, math and English skills to be successful in the workplace. Examples of SER programs are included below.

Adult Basic Education/English Language Acquisition

In New Mexico, the SER GED Program won the "Outstanding ABE Program of the Year" from the New Mexico Higher Education Department. In Massachusetts, SER provides a Success for Life program designed to transition

English language learners into more advanced speakers capable of completing college level coursework and achieving their professional goals.

Technical Skill Development

Southeastern MA SER operates a business and technical school licensed by the Massachusetts Department of Education; SER Florida operates a technical school accredited by ACICS.

Youth Development

SER operates job readiness and placement programs for high-risk youth populations in many communities and successfully achieved goals. In Illinois, the WIA out-of-school youth program has met and exceeded performance measures for over five years. In Michigan, Illinois, and Texas, the Summer Youth Internship Programs met performance measures during the 2009 and 2010.

Drop-Out Prevention

In Florida, SER serves only youth involved in the criminal justice system, and has documented that over 80% of the youth have been promoted to the next high school grade level. Additionally, outside evaluators confirmed that the youth have improved attitudes towards school, improved school commitment, improved self-worth, and improved family management skills.

School-Based Learning

In SER's alternative high school in New Mexico, students may elect to participate in building trades, computer technology or patient care technician training, graduating with both academic and skill-related credentials. This school is the only high school in Santa Fe to meet the No Child Left Behind Act's required Adequate Yearly Progress (AYP) for the past two years. In Pennsylvania, during the last three out of four years, the SER charter school is the only secondary school in its district to meet Adequate Yearly Progress.

EMPOWERMENT: One of *SER National's* principle goals is to *empower members of the Latino and other underserved communities by strengthening their individual capabilities. Economic, social, educational, and political empowerment are critical to achieving self-sufficiency.* Through a variety of programs and services, *SER* provides individuals with the necessary tools to become fully empowered. We believe empowerment is an essential characteristic that all persons must possess because these individuals are not just more productive and contributing members of society; they are also more confident of their own abilities. Programs include:

Economic Empowerment

Economic Empowerment Initiative ensures that the Latino population across the country has easy access to culturally competent, intensive and relevant training and counseling to help families build wealth and economic stability. SER offers Financial Capability Training and also operates Financial Opportunity Centers/Centers for Working Families throughout the network.

Technology Adoption

SER is committed to closing the digital divide – the term used to describe the segments of society without access to Information Technology and its potential to improve life and livelihood. SER bridges the gap by providing easy access, not only to computers, but also to the knowledge it takes to use them effectively to reach a higher level of education and achievement. Through software programs donated from IBM such as *¡TradúceloAhora!* and Reading Companion, SER is increasing access to information and resources through the use of technology.

Citizenship Preparation

SER helps connect legal permanent residents to their communities through employment, naturalization, and eventual participation in the democratic process. Through citizenship classes, SER helps immigrants move from green-card status to become fully naturalized citizens, thus promoting engaged citizens and communities.

Support Services

SER provides other support services such as adult daycare, senior companion programs, Meals on Wheels, onsite daycare for students, Head Start programs and Early Childhood development, mental health services, and affordable housing.