

Annual Report

2011



Service, Employment, Redevelopment

SER-Jobs For Progress National, Inc.





“Cultivating America’s Greatest Resource: People.”

“**SER**” is an acronym for “Service-Employment-Redevelopment.”

“**SER**” is also the principle Spanish verb meaning “to be.”

SER–Jobs for Progress National, Inc., is the premier community-based organization serving the employment needs of the Hispanic community.

OUR MISSION

SER is a national network of employment and training organizations that formulates and advocates initiatives resulting 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 employment and training capabilities of the SER Network through providing program and policy development; research and planning; technical assistance and fundraising.

OUR VISION

The vision of SER-Jobs for Progress National Inc., is to enable the Hispanic community, other ethnic groups and 'hard to serve' populations to fully participate in America's socio-economic mainstream, enjoying equal access and parity in all aspects of American society.

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Message from the President and CEO

SER has seen many changes in its 46-year history, but probably not as rapidly as we have in the last 5 to 10 years due to technological changes and advances. And yet, never have our services been more critical to the people we serve—real, everyday people who want to work, contribute to society and hold their heads up high with dignity.

Like many corporations, small businesses and non-profits across America, we have had to do our share of belt-tightening and learned to do more with less. To help us stay focused on our mission of helping people participate in our country's socio-economic mainstream, SER finalized its five-year strategic plan, which we implemented July 1. In this changing operational environment, SER has implemented relevant new strategies that will enable us to maintain our status as the premier national community-based organization.

We have revamped our website in a way that allows SER to offer services to our ever-growing base of customers whether they seek “to be employed,” “to be educated” or “to be empowered.” That’s a tall order to fill and it would not be possible without the support and array of services provided by our network affiliates. In our hyper connected world, it is now possible for many of our customers to access services through our website, whether they seek help with a resume or their finances, they will find information to assist them.

As the digital gap has closed for Hispanics, who over index in the use of tablet computers and Smart Phones, SER has been able to capitalize on this by offering services such as education completion and financial literacy online, keeping it affordable and accessible.

To help our young people get off on the right foot, even before entering the workforce, we have implemented a charter school initiative, providing online schooling for students for whom a traditional high school setting is not the right fit. They have access to technology-based instruction 24-7 year round. We have started small, with 30 students in Dallas County, but we know this is a new and exciting initiative that will only continue to grow.

We have continued to update and refine our comprehensive service delivery system, by offering an array of services through our network affiliates, without whom our work would not be possible. We are appreciative of all of the work that SER affiliates do at the grassroots level.

In addition, we continue to provide services to our seniors, who are having to work longer, through programs such as Senior Community Service Employment Program or SCSEP, which makes it possible for them to be retrained and learn new skills that will make them employable in our digital world. As older people are having to work longer, we have seen the largest number of participants in the program, about 4,500.

At SER, we're proud to say that we serve more than 1 million people, from preschool age to their golden years and every age in between. We're proud of the programs, most provided by SER affiliates, that help people whether they need mentoring or improving their English-language fluency. I'm proud that SER helps everyone from ex-offenders who want and need to be able to earn a living to our veterans who, after having served our country, are reacclimating and transitioning to the world of work. None of our work would be possible without the corporations that continue to support us or our 25 SER affiliates. On behalf of SER's staff and board of directors, thank you for all that you do.



Ignacio Salazar, President and CEO, SER-Jobs for Progress National

Message from the Chairman of the Board



Joe R. Campos, *Chairman*

The past year has been a story of survival. Not just for millions of Americans, many of whom remain out of work, but for SER-National as an organization. Amid financial cutbacks and increased demand, SER-National has survived and thrived, particularly when it came to maintaining programs that serve SER customers. With the help of SER programs and SER affiliates, many of our seniors who require training to find a job in this age of technology are getting it; many young people who need an education and instruction that meets them where they are, are getting it; and many people who need help improving their English-language fluency or financial literacy are getting it.

That SER continues to serve is in large measure due to the leadership of CEO Ignacio Salazar, who has steered SER-National during these stormy times. At a time when government grant funds have been slashed, Ignacio has sought out new funding sources.

The irony, of course, is that when politicians in Washington, D.C., are looking to reduce the deficit is also when there is the greatest need for funds to programs that train or retrain people into jobs. When times are bad, governments need SER. SER is part of the solution to put people back to work. We are the largest training program to Hispanics, a growing population, in the country. When organizations such SER make people employable, they become consumers, who pump money back into the economy. It's a win-win for all.

I attended an event where an attorney approached me after learning that I chair the SER Board of Directors. She shared with me how when she was a single mom, SER had made it possible for her to continue her education and eventually go onto law school. She is now a successful practicing attorney. Stories like that give me great pride, as they should anyone affiliated with SER, for helping someone achieve their goals and dreams and helping contribute to a better America. Our programs that allow students to earn a GED or diploma, today online, make a world of difference. They can mean the difference between getting off of welfare, improving one's self-esteem and enrich our great nation. I would love to see a page of SER program alumnae, who can serve as a beacon of hope to those participating in SER programs.

Looking back, I'm proud and thankful that SER continues to serve its client base. I'm proud and thankful that SER staff has managed to do more with less. And I'm proud and thankful that with the help of our supporters and affiliates, we are playing a role in helping America's economy.

Joe Campos
Chairman of the Board, SER-Jobs for Progress National

A handwritten signature in blue ink that reads "Joe Campos". The signature is fluid and cursive, with a checkmark at the end.

Senior Community Service Employment Program (SCSEP)

The Senior Community Service Employment Program (SCSEP) is a community service and work based training program for older workers. Authorized by the Older Americans Act, the program provides subsidized, service-based training for low-income persons 55 or older who are unemployed and have poor employment prospects.

Since July 2003, SER National, funded by the U.S. Department of Labor (DOL), has operated SCSEP

focusing on the training and employment needs of the mature worker. SER serves over 3,500 participants in over 150 counties in eight states each year. SER SCSEP is administered locally in the following states: California, Colorado, Florida, Illinois, Kansas, Rhode Island, Texas, and Wisconsin.

Participants in SER SCSEP come from all walks of life, have diverse work experiences and possess various levels

of education. SER partners with government agencies and non-profit organizations (host agencies) to provide participants with training opportunities to update their skills. SER SCSEP has been successful in placing individuals in full and part-time jobs which benefit them economically and socially by enhancing their employment opportunities and promoting them as a solution for businesses seeking trained, qualified, and reliable employees.

SCSEP Ethnicity - Race Percent Chart PY10

SER-Jobs for Progress National, Inc. SCSEP Locations	Ethnicity		Race									
	# of Hispanics PY10	% of Hispanics PY10	# of American Indian PY10	% of American Indian PY10	# of Asian PY10	% of Asian PY10	# of Black/African American PY10	% of Black/African American PY10	# of Pacific Islander PY10	% of Pacific Islander PY10	# of White PY10	% of White PY10
CA – SER Fresno - Fresno	125	30%	7	2%	20	5%	97	23%	9	2%	166	40%
CA – SER Fresno – LA County	295	43%	5	1%	40	6%	234	34%	8	1%	375	55%
CA – SER Fresno - Temecula	287	45%	4	1%	21	3%	128	20%	2	0%	416	65%
CO – SER National – CO Operations	118	27%	15	3%	1	0%	11	3%	0	0%	369	85%
FL - SER Florida - Miami	237	86%	0	0%	0	0%	37	13%	0	0%	238	86%
IL - Central States SER - Chicago	37	14%	0	0%	1	0%	181	68%	0	0%	52	19%
IL - Central States SER - Lake County	9	9%	0	0%	5	5%	44	43%	0	0%	49	48%
KS - SER National – KS Operations	63	10%	17	3%	5	1%	110	17%	0	0%	487	75%
RI - SER Rhode Island - Pawtucket	76	28%	7	3%	4	1%	40	15%	1	0%	146	54%
TX - SER TX Gulf Coast - Galveston	11	17%	1	2%	1	2%	44	69%	0	0%	16	25%
TX - SER TX Gulf Coast - Houston	64	28%	4	2%	7	3%	136	59%	0	0%	74	32%
TX - SER National – Jefferson County	12	9%	0	0%	2	1%	95	67%	0	0%	42	30%
TX- SER National – Waco Operations	19	17%	0	0%	1	1%	38	34%	0	0%	70	63%
TX – SER National - Tarrant County	42	14%	0	0%	0	0%	183	62%	0	0%	80	27%
WI - SER National - Milwaukee	64	12%	2	0%	1	0%	338	65%	0	0%	132	25%
SER NATIONAL GRANTEE TOTALS	1459	29%	62	1%	109	2%	1716	34%	20	0%	2712	53%

Senior Community Service Employment Program (SCSEP)

SER helps people update their employment skills and assists with their return to the workforce.



Adriana De Los Santos, SER SCSEP participant is training at the Talitha Koum Institute where she helps to improve the outcomes for at-risk children and their families from the Kate Ross government housing neighborhood in Waco, Texas through an intensive care program.

Workers age 55 and older are the fastest-growing segment of the American workforce and will make up almost 22 percent of the U.S. labor force by 2014, according to the Department of Labor.
 “As our population ages, older Americans will play an increasingly important role in local, national and international economies. They

“As our population ages, older Americans will play an increasingly important role in local, national and international economies. They will shape America's products and services, and help ensure our continued leadership in the international marketplace.”
 -Labor Secretary Hilda L. Solis



will shape America's products and services, and help ensure our continued leadership in the international marketplace“ said Labor Secretary Hilda L. Solis.
 Community Service is an important and unique part of SCSEP. It includes, but is not limited to social, health, welfare, and educational services (particularly literacy tutoring), legal and other counseling services and assistance, including tax counseling and assistance, financial counseling, and library, recreational, and other similar services. The participants of SCSEP train in non-profit organizations or government agencies, performing community service in a variety of settings to gain and/or update their employment skills with the goal of empowering them to return to the workforce with self assurance and self-respect.
 Age is not a Limitation, it's a Qualification!



SER National SCSEP participants Frederick Butler, Delia Galvez and Antonio Galvez attend training provided by SER National at the Central States SER computer lab in Chicago, IL.

Coaching to Care

SER National builds capacity of network to support virtual career exploration and encourages healthcare careers

SER National is helping address the demand for bilingual healthcare professionals that is expected to grow dramatically as the Hispanic population continues to increase in the United States through its Coaching to Care Initiative. Latinos are now the largest and fastest growing ethnic group in the nation. According to the 2010 U.S. Census, this segment comprises 17 percent of the population or some 50 million. And, when it comes to the healthcare industry itself, of the 20 fastest growing occupations in the country, half are related to healthcare. These occupations are expected to grow faster than any other industry. It's estimated that healthcare will add approximately 3.2 million new jobs between 2008 and



Center Right, Ignacio Salazar, President & CEO, SER National met with Coaching to Care staff during the 45th Annual SER National Conference in Fort Worth, Texas.

2018, a growth of 22 percent. SER National has partnered with ten affiliates to help our customers increase access to advanced educational opportunities and economic independence through a viable career in the growing field of Healthcare. By supporting local capacity building and customer outreach, Coaching to Care has touched thousands of lives.

The foundation of Coaching to Care is creating and supporting local capacity to deliver virtual career exploration services. Local capacity enhancements have allowed affiliates to serve nearly 50,000 customers nationwide since the program began. SER National's capacity building efforts include equipping affiliates with computer workstations and helping them establish public technology access centers at their locations. SER National also partnered with PLATO Learning to provide online educational preparation to thousands of new SER customers. SER National has also supported affiliates as they enhance their data management by providing ongoing technical assistance to ensure the successful integration of ETO SERformance data management system for case management, performance evaluation, and reporting needs. Affiliates also benefit from consistent professional development activities and webinars focused on developing all front-line staff into successful career coaches.

With technology equipment, reporting systems, and staff training in place, Coaching to Care began spreading the message about the opportunities provided by careers in healthcare with a focus on customer outreach. Outreach activities and support included the creation and distribution of Coaching to Care public service announcements (PSAs) to all affiliates. San Diego Charger Luis Castillo and former NASA Astronaut Jose Hernandez, partnered with SER National to create the PSAs that helped spread the word about exciting careers in healthcare. The PSAs also share information about the Virtual Career Network for Healthcare (VCN) and its many no-cost career exploration and job search tools available online. SER National's strategic media campaign also included hard-copy marketing materials highlighting healthcare employment and training opportunities. Local affiliate teams have established relationships with community boards, healthcare employers, and library systems to train their staff as Career Coaches for the VCN site.

With all the capacity building efforts and tools provided to the network through the Coaching to Care Initiative, SER National is ensuring that the information about careers available and opportunities in the healthcare industry are and will continue to be accessible to all.



SER-JOBS FOR PROGRESS NATIONAL, INC.
STATEMENTS OF FINANCIAL POSITION
 As of June 30, 2011 and 2010

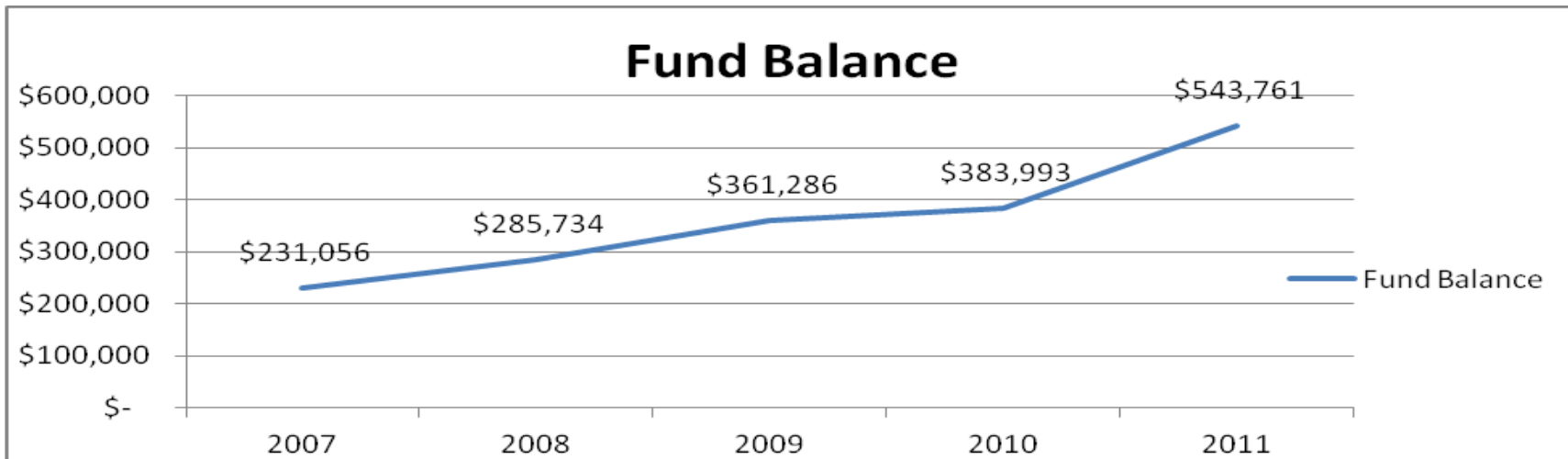
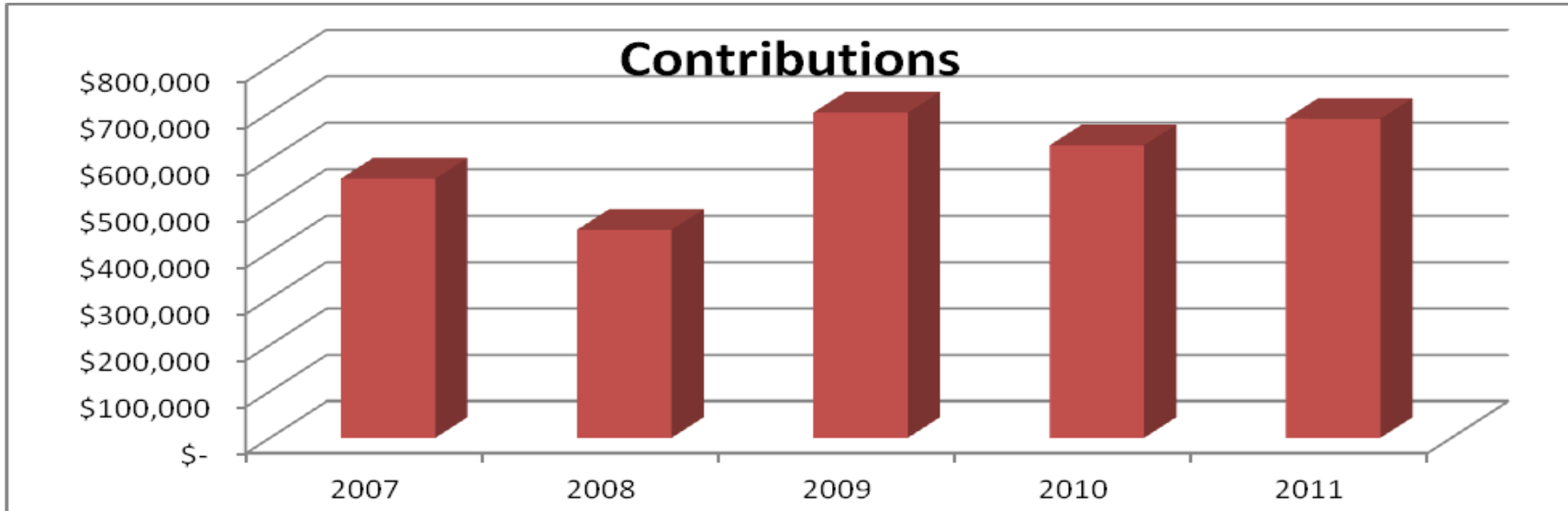
ASSETS	2011	2010
Cash	\$ 837,790	\$ 1,649,760
Accounts and Pledges Receivable	289,328	92,426
Grants and Contracts Receivable	826,704	1,389,539
Prepaid Expenses	495,623	125,850
Property and Equipment Accumulated Depreciation	(681,660)	(956,734)
TOTAL ASSETS	\$ 2,675,386	\$ 3,586,018
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts Payable	\$ 449,726	\$ 186,571
Accrued Liabilities	1,664,399	3,011,954
Refundable Advances	17,500	3,500
TOTAL LIABILITIES	2,131,625	3,202,025
NET ASSETS		
Unrestricted	328,874	383,993
Temporarily Restricted	214,887	-
TOTAL NET ASSETS	543,761	383,993
TOTAL LIABILITIES AND NET ASSETS	\$ 2,675,386	\$ 3,586,018

SER-JOBS FOR PROGRESS NATIONAL, INC.
STATEMENT OF ACTIVITIES
 For the Year Ended June 30, 2011

REVENUE	
Revenue and Support:	
Government Grants and Contracts	\$ 44,449,874
Contributions	686,499
Special Events	65,785
Other Income	2,385
TOTAL REVENUE AND SUPPORT	\$ 45,204,543
EXPENSES	
Program Services:	
Education	-
Employment & Training	43,586,808
Total Program Services	43,586,808
Supporting Services:	
Management and General	1,356,717
Special Events	101,250
Total Supporting Services	1,457,967
TOTAL EXPENSES	45,044,775
CHANGES IN NET ASSETS	\$ 159,768

Financial information represents an expert for the audited financial statement for the years ending 6/30/2010 and 6/30/2011. For a complete set of Audited Financial Statements, please email request for information to:

SER-Jobs for Progress National, Inc.
 100 L. Royal Lane Suite 120 Irving,
 Texas 75039



Celebrating 45 Years of Service

Employment and Redevelopment

The SER National Conference

The SER National 44th Annual Conference “Celebrating 45 Years of Service, Employment and Redevelopment” was held during October 18-20, 2010 at the Omni Fort Worth Hotel in Fort Worth, Texas and was an outstanding success.

Mr. Randall Stephenson, Chairman of the Board, Chief Executive Officer and President of AT&T, Inc., was the keynote speaker during the SER National Corporate Awards Luncheon.

Since becoming chairman, Mr. Stephenson has strengthened AT&T’s position as the world’s largest telecommunications company and as a global leader in mobile broadband and IP-based business communications



services. Under his leadership, AT&T also has accelerated its growth in advanced TV services and is a leader in local search advertising.

Under Mr. Stephenson’s leadership, AT&T announced the largest education initiative in company history — AT&T Aspire — a \$100 million philanthropic program to help strengthen student success and workforce readiness.

The conference event speakers, workshops and presenters provided excellent technical assistance training, capacity building and training to the SER Network of Affiliates, SER National Staff and Conference attendees from across the country.

The Affiliate of the Year Award was presented to SER Metro-Detroit and accepted by Eva Garza Dewaelsche, President & CEO. One-Stop Operator of the Year Award was presented to SER-Jobs for Progress of San Antonio and accepted by Linda Rivas, President. The Jesse Leos Memorial Award presented to Florida SER-Jobs for Progress, Inc., and was accepted by Jose L. Cela, President. The Innovative Contribution Award for Green Jobs Training Program was presented to SER-Jobs for Progress of the Texas Gulf Coast and accepted by Nory Angel, Executive Director. The Corporation of the Year Awards were presented as



follows: AT&T and accepted by Randall Stephenson; Ford Motor Company and accepted by Alvaro Cabal, Comerica Bank and accepted by Laura G. Reyes. The Community Service Award was presented to and accepted by Frank Casillas.

During the Presidential speech, Mr. Ignacio Salazar, President and CEO, SER-Jobs for Progress National, Inc., reiterated his commitment to work together to strengthen the SER network in order to best achieve our stated mission of providing employment and training assistance to Hispanics, minorities, and the economically disadvantaged.

More than 45 years ago, an historic event occurred as part of the nation's "war on poverty that brings us here tonight" The first nationwide jobs legislation was enacted. It emphasized civil rights and recognized the critical importance of community-based organizations for fighting social inequalities among minorities and persons in need.

Our program, Operation SER – as it was known then – not only received funding from the Department of Labor, but was designed into the nation's job training legislative agenda. Four & one half decades later, SER continues to be considered one of "the most outstanding service, employment and redevelopment workforce investment programs in the country." Our respective programs at the local level educate, train and place hundreds of thousands of individuals into gainful employment each year, and we do this with impressive results.

During the last 45 years, SER has gone through and adjusted to many legislative changes in workforce investment and development. We have adjusted to shifts in economic and business cycles and to many other challenges in the environment in which we operate. Our record of accountability

and responsiveness to our constituency is solid, and our record of performance and accountability to our funding sources is equally impressive.

Last year, SER assisted more than 1,200,000 individuals in 17 states, Puerto Rico and the District of Columbia. The network had a total operating budget exceeding 200 million dollars. SER brings qualified workers into the job market, prepares young people for the future, and helps countless families move toward fulfilling careers and self-sufficiency through innovative programs that are widely recognized as "best practices." Yet, we are reminded that in order to remain a premier workforce investment organization, we must do more. We must continue to get better. We must continue to adjust to a dramatically different environment.

At this critical juncture in the future of SER - and in the future of the nation - we must work together to reengineer SER to continue to improve and achieve excellence. We must also be flexible and change with the times, look at challenges as opportunities, and strengthen our partnerships with corporate America which plays a critical role in our ability to train workers to meet the requirements of the 21st century marketplace and economy.





Joe Campos
Chairman, Board of Directors
 (LULAC)
 Dallas, TX



Monica L. Martinez
 Vice President,
 National Hispanic Business Affairs,
 Comerica Bank
 Dallas, TX



Francisco Ramirez
 President, The Americas Group
 (AGIF)
 West Sacramento, California



Alma Morales Riojas
Vice Chair, Board of Directors
 (AGIF)
 Washington, D.C.



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 AT&T
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 Phoenix, AZ



David Rodriguez
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 President, SER-Jobs for Progress
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Alex Martinez
 Executive Director,
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 Santa Fe, NM



Dr. John Soto
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* *League of United Latin American Citizens (LULAC)* * *American G.I. Forum (AGIF)*



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SER Metro-Detroit, Jobs for Progress, Inc.
Detroit, MI

SER-Jobs for Progress, Inc.
Pawtucket, RI

Orange County/SER-Jobs for Progress, Inc.
Santa Ana, CA

Puerto Rican Unity for Progress
Camden, NJ

ACCESS
Abilene, TX

Multicultural Career Intern Program
Washington, DC

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San Antonio, TX

Southeastern Massachusetts SER
Fall River, MA

Hispanic American Organization, Inc.
Allentown, PA

Centro Latino SER-Jobs for Progress, Inc.
Tacoma, WA

La Alianza Hispana
Roxbury, MA

Presbiterio de San Juan Programa Head Start
San Juan, PR

For more information on affiliates and programs offered, please visit our website at www.ser-national.org



SER-Jobs For Progress National, Inc.

www.SER-National.org