

Firm Profile

Genesis 21 is a Hispanic, woman-owned, HUB certified management consulting firm located in El Paso, Texas. The firm was founded in 1997 by Ms. Virginia Price, CPA. Since its inception, Genesis 21 maintains the highest level of commitment to the economic and social empowerment of Hispanics and women. Our professional staff offers a cost-effective means of delivering services and provides optimum utilization of your organization's staff time, talent and areas of expertise

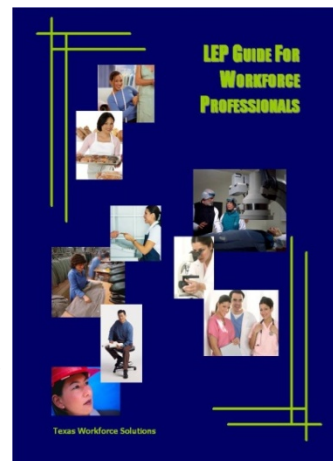
Examples of Genesis 21's Capabilities in Assisting Organizations Address the Needs of Limited English Proficient (LEP) individuals

Commissioned by the Texas Workforce Commission to write and produce the *LEP Guide for Workforce Professionals*

The *LEP Guide for Workforce Professionals* is a comprehensive resource designed to assist the Texas Workforce system enhance services for a growing number of Limited English Proficient customers

The *Guide* is divided into four modules; Modules 1 and 2 of the *Guide* focus on enhancing customer service through improved communications and greater cultural sensitivity. Modules 3 and 4 provide guidance in designing effective training programs as well as implementing appropriate assessment

By developing a comprehensive guidebook on all aspects of the workforce system, we have been able to take an in-depth look at current practices within the Texas Workforce System and make strategic policy recommendations as well as help workforce boards determine the feasibility of implementing recommended practices to improve services



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Contracted by the Texas Workforce Commission (TWC) to provide training on implementation of the *LEP Guide for Workforce Professionals* throughout the state

Immediately after completing the *Guide*, Genesis 21 was contracted to provide training in 28 Workforce Board areas located throughout the state of Texas. Genesis 21 has the distinction of being one of the few outside entities allowed to train workforce boards on a product funded and sponsored by the Commission. Through our collaboration with TWC, Genesis 21 had trained close to 1,000 professionals whose backgrounds range from customer service to executive management. In addition to Workforce Board and Center field staff, Genesis 21 has also delivered training and presentations to Texas Workforce Commission administrative and legal staff as well as management on compliance with legal requirements, policy considerations and field training results

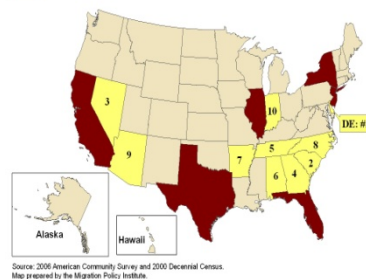
Contracted by the Harris County Department of Education to Deliver Training

Genesis 21 has established an on going relationship with the Harris County Department of Education to provide training on the *LEP Guide*, particularly in the areas of developing effective vocational training and administering appropriate assessment

Contracted by El Paso Community College (EPCC) to redesign the Spanish version of the Small Business Management Institute Curriculum

Genesis 21 is currently contracted by the EPCC-Small Business Development Center to rewrite and design Spanish language curriculum to better meet the needs of their LEP customers. The curriculum covers seven technical areas which range from strategic planning to marketing to accounting and finance to small business legal aspects. Genesis 21 will work in coordination with EPCC staff to pilot the curriculum during the Fall 2008 semester

States (ranked) with 40 percent or higher growth (2000 to 2006)
States with 1.5 million or more foreign born (2006)



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Contracted with Levi Strauss & Co to develop strategies to invest company and foundation dollars toward improving outcomes for Spanish speaking displaced workers

Over a 5 year period from 1997-2002, Genesis 21 was contracted by Levi Strauss & Co. and the Levi Strauss Foundation to analyze the capacity of community agencies and workforce and training organizations to deliver effective services for LEP, primarily Spanish speaking workers affected by plant closures. This work was conducted throughout Texas and New Mexico

Consulted with the largest not-for-profit housing developer in west Texas and southern New Mexico, Tierra del Sol Housing Development Corporation to improve HUD funded services for Spanish speaking low-income seniors

Over a two (2) year period Genesis 21 partnered with researchers from the U.T.- Houston School of Public Health and New Mexico State University to develop research instruments and gather and analyze data regarding low-income senior living along the U.S. Mexico border. This data was utilized to develop profiles of the socio-economic, health and mental status of the senior population, which was then used to develop comprehensive services through HUD 202 social services coordination funding

Assisted the Paso del Norte Health Foundation, one of the largest private foundations situated on the Texas Mexico Border perform an in-depth analysis of the socioeconomic and health conditions of the west Texas-southern New Mexico border region

The study, entitled *Behavioral Risk Factor Surveillance Survey (BRFSS)*, developed the core strategy for a private foundation's \$11 million grant making program in health prevention and education for primarily Hispanic individuals and families; this was the first regional BRFSS ever undertaken in coordination with the Centers for Disease Control and Prevention and a state Department of Health (Texas Department of Health) and was conducted in both English and Spanish

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Genesis 21's Capabilities in Economic Development and Research and Analysis

Currently contracted by Work Source Cameron Works, a Texas workforce development agency, to provide technical assistance and training on economic development

Genesis 21 is providing technical assistance and training to Work Source Cameron in the development of comprehensive programming for smaller cities it serves in Cameron County, Texas. By working in coordination with Workforce Solutions to provide communities with capacity building solutions through grants provided by the US Department of Agriculture and the Economic Development Administration, Genesis 21 is facilitating economic growth in the Lower Rio Grande region of South Texas

Master Plan for Small Cities Coalition (SCC)

Working in coordination with Work Source Cameron, Genesis 21 has organized a contingency of eight rural communities in the lower Rio Grande Valley of South Texas to form the Small Cities Coalition (SCC). Based on its proposed design and purpose, the SCC has been awarded multi-year grants from both the US Department of Agriculture and the Economic Development Administration to plan for the area's economic future. These awards will allow for the participating communities to enhance their capabilities in key areas such as economic, talent and entrepreneurial development. Genesis 21 was recently a coordinating sponsor of the "Mapping Our Future Together" 2008 Economic Summit in South Texas which brought together a wide range of community stakeholders including representatives from federal and state agencies and elected officials



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Contracted by the City of El Paso Museums and Cultural Affairs (MCAD) to deliver business skills training and organizational development technical assistance

Genesis 21 is in its third contract year as a technical assistance provider under the Artist Development and Enhancement Program (ADEP). In coordination with MCAD, Genesis 21 had conducted comprehensive business skills training with area artists, developed an artists' registry, completed a survey to determine the feasibility of a downtown arts walk, and recently researched and completed a *Murals Arts Program Guide* which will be used by regional organizations to implement effective murals programs and projects

Other Relevant Experience in Research and Analysis

Contracted with the U.S Army Space and Missile Command to complete a comprehensive study of the capabilities of minority-owned business in El Paso County. This research consisted of a review of census data and other applicable databases, a bilingual mail survey, focus groups and personal interviews with key informants

Contracted with the El Paso Hispanic Chamber of Commerce to evaluate the outcomes of a SBA 7(j) grant designed to provide technical assistance to minority business owners as well as promote the HUBZone Empowerment Contracting Program

Contracted with the Economic Development Administration's, Community Adjustment and Investment Program to facilitate a meeting to gather information from representatives of trade affected communities and generate a report regarding the economic status of these rural and urban communities

Contracted by the Women's Funding Network, an international women's group, to gather primary data through individual interviews with Spanish speaking women living on the Texas, New Mexico, Arizona and California border counties to determine the feasibility of new women's foundation

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Company Awards/Recognition

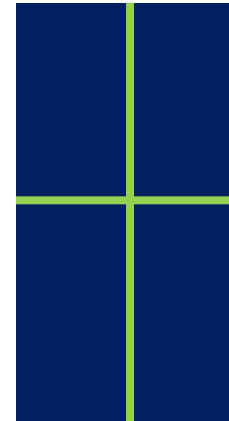
Outstanding Community Involvement Award from the El Paso Hispanic Chamber of Commerce (2000)

National SBA Administrator’s “Certificate of Excellence” Award (2002)

Small Business Woman Advocate of the Year from SBA (2002)

Author of the Business Plan that was a grand prize winner by the Goldman Sachs Foundation—Yale School of Management sponsored Social Enterprise Competition (2003)

The State of Texas House of Representatives for accomplishments in working with Spanish speaking displaced workers (2005)



Clients

A list of governmental clients includes:

- U.S. Department of Labor ` Harris County Department of Education
- Texas Workforce Commission City of El Paso
- Cameron Works, Inc. El Paso Community College
- Alamo Work Source San Elizario Independent School District
- Alamo Community College District County of El Paso
- Dona Ana Branch Community College City of Truth or Consequences, NM
- Upper Rio Grande Workforce Development Board

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To assist state agencies in addressing the needs of Texas' increasing limited English proficient (LEP) population, Genesis 21 is providing:

- Customized training and technical assistance designed to assist in planning, developing, and implementing policies and strategies to meet federal and state mandates as well as effectively deliver customer service for a growing LEP population in Texas.

LEP customized training and technical assistance informs key processes such as developing policies to ensure compliance with legal requirements, assessing current access to information and services and enhancing front line customer service and communication.

The LEP training comprises two major components:

- A Strategic Direction Training session which is designed to review compliance with federal and state guidelines as well as discuss developing and implementing policies to ensure effective communication with and provision of services to LEP individuals
- Full and half-day customizable workshops for managers and frontline staff which provides critical information regarding legal compliance requirements and innovative strategies to improve communication and service delivery through enhanced techniques and cultural awareness

Ongoing Technical assistance is also available to assist agencies develop and implement language assistance policies and plans or assist agencies in assessing their current compliance.

TRAINING DESCRIPTION

Session 1: Strategic Direction Training
Suggested Audience: Executive directors, managers, contract specialists, quality assurance staff and planners
Time: 4 hours
Content: Examining shifting state demographics; Understanding the legal requirements to provide equal access to information and services; Reviewing the definition of LEP; Using federal guidance such as the Four Factor Analysis and the Federal Language Assistance and Planning Self-Assessment Tools to evaluate and assess current services to LEP customers, ensuring contractor compliance with language assistance requirements.

Recommended Core Training for Management

Session 2: Effectively Communicating and Delivering Services to LEP customers
Suggested Audience: Managers, Supervisors, Customer Service and Front-Line Staff
Time: 4 hours
Content: Understanding the legal requirements of providing equal access to information and services for LEP customers; Examining shifting states demographics; Reviewing the legal definition of LEP; Implementing accessible and appropriate staff communications through enhanced cultural awareness and verbal and non-verbal techniques; Understanding the appropriate use of translators and interpreters.

Recommended Core Training for all Staff

To schedule training or to find out more about the LEP Guidance and Technical Assistance, please contact Genesis21 Training Staff at (915) 532-0521 or lepguide@genesis21.biz.

Session 1: **Strategic Direction Training**

Duration: **4 hours**

Description: This session covers a number of important topics including:

- Shifting state demographics
- Understanding the legal requirements to provide equal access to services
- Reviewing the definition of LEP
- Using federal guidance such as the Four Factor Analysis and the Federal Language Assistance and Planning Self-Assessment Tools to evaluate and assess current services to LEP customers
- Ensuring contractor compliance with language assistance requirements

Objectives:

- Define the classification; limited English proficient
- Understand the legal background and requirement to provide equal access to information and services
- Identify ways in which existing federal guidelines and instruments can be used to improve LEP services
- Identify ways in which federal guidelines can be used to assess current compliance and services
- Identify policies and practices to ensure contractor compliance

Session 2: **Effectively Communicating and Delivering Services to LEP customers**

Duration: 4 hours

Description: This session covers a number of important topics including:

- Understanding the legal requirements of providing equal access to information and services for LEP customers
- Examining shifting states demographics
- Reviewing the legal definition of LEP
- Implementing accessible and appropriate staff communications through enhance cultural awareness and verbal and non-verbal techniques
- Using translators and interpreters

Objectives

- Define the classification limited English proficient
- Understand the legal background and requirement to provide equal access to information and services
- Identify techniques which can be used to enhance verbal and non-verbal communication
- Understand the dynamics of culture
- Understand the appropriate use of translators and interpreters

Customized sessions are also available

To schedule training or to find out more about the LEP Guidance and Technical Assistance, please contact Genesis21 Training Staff at (915) 532-0521 or lepguide@genesis21.biz.

Description of Technical Assistance

Genesis 21 can assist your organization with customized technical assistance in a number of important areas such as:

- Developing an effective Language Assistance Plan
- Assessing your current Language Assistance Plan
- Updating your Language Assistance Plan
- Implementing a Language Assistance Plan
- Implementing improved communications and customer service strategies
- Developing and instituting policies to ensure or strengthen compliance with federal and state guidelines
- Developing policies and strategies to ensure contractor compliance with language assistance requirements
- Evaluating translation and interpreting services
- Performing and documenting the results of a Four Factor Analysis

Scope of Services

Customized technical assistance will be developed based on the unique needs and characteristics of your organization. Genesis 21 will deliver a comprehensive technical assistance plan based on an assessment of your language assistance requirements in accordance with federal and state guidelines and current environment. Genesis 21 can also work in coordination with your agency to implement any recommended policies and practices.

Technical assistance can be contracted on a project or hourly basis depending on the requirements of your agency.

To schedule training or to find out more about the LEP Guidance and Technical Assistance, please contact Genesis21 Training Staff at (915) 532-0521 or lepguide@genesis21.biz.



LEP GUIDANCE: TRAINING & TECHNICAL ASSISTANCE REQUEST FORM

We are committed to providing your agency and staff with the best training experience possible. To assist us in doing so please complete the following form and return it to us.

Agency: _____

Executive Director: _____

Point of Contact: _____

POC Title: _____

POC Phone: _____

POC Email: _____

Session Titles:	No. of Staff	Location	Time		Date
			If you are requesting multiples of the same session please include all times and dates		
Strategic Direction					
Improving Communication and Customer Service					
Customized					
Technical Assistance <i>Please specify below</i>					

Please indicate w/ an **X** the following items that will be provided.

<input type="checkbox"/> Access to copier	<input type="checkbox"/> Easels	<input type="checkbox"/> Projection Screen	<input type="checkbox"/> LCD Projector
<input type="checkbox"/> Sign in Sheets	<input type="checkbox"/> Flip Chart	<input type="checkbox"/> Water & Other amenities	<input type="checkbox"/> Laptop w/ USB

Technical Assistance Requested

<input type="checkbox"/> Assistance in designing language assistance plans	<input type="checkbox"/> Assistance in implementing a language assistance plan	<input type="checkbox"/> Assistance in evaluating current language plans	<input type="checkbox"/> Assistance in designing procurements (RFP)
<input type="checkbox"/> Assistance in designing enhanced customer service	<input type="checkbox"/> Assistance in implementing enhanced customer service strategies	<input type="checkbox"/> Assistance in updating a language assistance plan	<input type="checkbox"/> Other Technical Assistance

To schedule training or to find out more about the LEP Guidance and Technical Assistance, please contact Genesis21 Training Staff at (915) 532-0521 or lepguide@genesis21.biz.