

## Our Partnership with Prudential

In 2005, Prudential joined Workforce Opportunity Services (WOS) as its founding partner. When Barbara Koster, CIO of Prudential, met with Dr. Art Langer, Founder and Chairman of WOS, she immediately saw the value of the WOS program and the opportunities it provides to communities with limited resources.

*“At the time, we weren’t seeing a great deal of new talent in the IT industry, especially in specialized areas like mainframe,” says Koster. “The WOS program provided training for these types of roles, and the best part is the opportunity it gave to our young residents right here in Newark. They were all very bright and had the desire to continue their education, and this program gave them that opportunity.”*

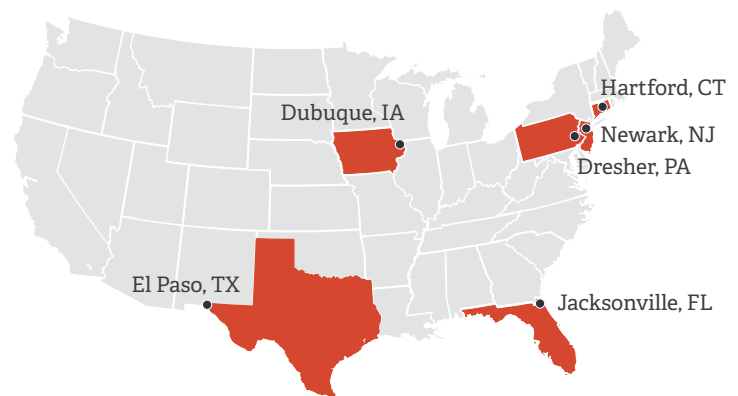
Since 2005, the partnership has evolved and expanded its reach significantly, especially in the veteran community. In 2010, unemployment among post-9/11 veterans was two percentage points higher than the national average.\* As a solution, Prudential launched VETalent, a program in partnership with WOS providing post-9/11 veterans with the resources and training needed to launch a professional career at Prudential.

*“It is important for employers to understand the talents veterans possess. The training and experiences that Veterans developed in the military are directly applicable to the skills needed for careers in corporate America,” says Chuck Sevola, vice president and Head of Veterans Initiatives at Prudential Financial. “The relationship that we’ve enjoyed with WOS has been a big part of our success with the VETalent program; it’s so adaptable and allows us to train veterans for many different roles at Prudential.*

**Since 2005, Prudential has successfully grown its diverse talent pipeline through its partnership with WOS**

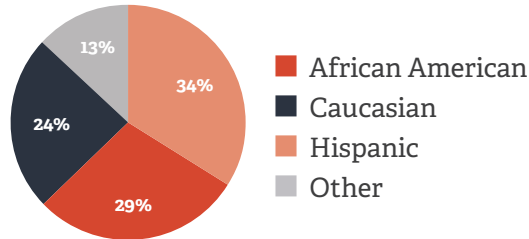
**35** programs implemented

**6** partner locations



\*Data based on Bureau of Labor Statistics, 2010

**225+**  
participants  
hired by  
Prudential



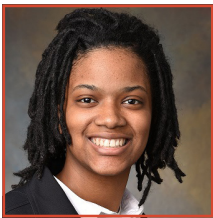
*\*Data based on active employees and participants from WOS program*



### Positions Filled

- Customer Service
- Information Technology
- Operations
- Project Management

## Program Participant Testimonials



“I have a lot of responsibilities. I am part of two teams and see my direct impact at Prudential each day. WOS helped me believe in myself and my capabilities, something that is truly invaluable.”

—**Shannon Peay, Systems Development Associate, Prudential**



“Thanks to WOS, I feel prepared for my professional life in the corporate world, which has also had a positive impact personally. Before WOS, I felt like something was missing, and now I think I am on the path to figuring it out. The WOS program gave me a chance a lot of us vets don't really get to have in the civilian world. I plan to make the most of it!”

—**Devon Rowe-Williams, IT Project Management Associate, Prudential**



“I saw the real value in the academics and the process once I started part time as a WOS consultant at Prudential. I received praise from co-workers, which gave me reassurance and confidence. I started believing that my learnings and skills could actually translate into a permanent position on their team.”

—**Eric Caskey, IT Specialist, Prudential**

### About Workforce Opportunity Services

WOS is a leading 501(c)(3) nonprofit committed to developing the skills of untapped talent from underserved and veteran communities through partnerships with organizations dedicated to diversifying their workforce.

### About Prudential

Prudential Financial, Inc. is a financial services leader that provides customers with a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds and investment management.