

ASSEMBLY BILL (AB) 74
COUNTY WELFARE DEPARTMENT (CWD)
EXPANDED SUBSIDIZED EMPLOYMENT (ESE) PLAN

CWD: Butte County Department of Employment and Social Services (DESS)	DATE: 1-24-14
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CWD CONTACT INFORMATION

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PLEASE INDICATE THE DATE YOUR CWD WILL BEGIN OFFERING AN ESE PROGRAM:

01/01/2014

HOW MANY TOTAL PARTICIPANTS DO YOU EXPECT TO PLACE IN ESE IN STATE FISCAL YEAR 2013-14?

17

HOW MANY PARTICIPANTS DO YOU EXPECT TO PLACE IN ESE BY THE END OF MARCH 2014?

12

HOW MANY PARTICIPANTS DO YOU EXPECT TO PLACE IN ESE BY THE END OF DECEMBER 2013?

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STARTING WITH STATE FISCAL YEAR 2014-15, HOW MANY PARTICIPANTS DO YOU EXPECT TO PLACE IN ESE ANNUALLY?

34

Please describe how your CWD plans to utilize funds allocated for the ESE Program and include responses to the following 10 categories. There is an 11th text box to enter other information about your ESE Program if needed. The text boxes will accept up to 1,000 characters of text. If additional space is needed you may also submit attachments to accommodate the additional information. You may also attach CWD materials that address each of the areas below if the materials can be converted to pdf format for posting to the CDSS website (i.e., not scanned copies).

1. What are your ESE Program goal(s) for the participants: basic employability skills, training for a specific field, obtaining unsubsidized employment, other?

The overall goal of the ESE Program will be workforce preparation, including work readiness and job related skills training. The program design will allow participants to attain job specific skills through on-the-job training, while learning how to retain a job through work readiness/retention workshops provided by the Alliance for Workforce Development, Inc. (AFWD). The goal of the program is for the participant, following the ESE 6-month training period, to obtain unsubsidized employment with the same employer.

2. What types of employers and industries will you place your participants in: private, public, non-profit, for-profit, retail, manual labor, data entry, health services, etc.?

Participants will be placed in a variety of industries, including, but not limited to private sector, non-profit, health care, information technology, agribusiness, niche manufacturing, etc. The goal of the program is for the ESE participants to transition into a full-time position, therefore employers who are hiring full-time employees will be the target group.

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3. What types of partnerships will you develop for your ESE Program: workforce investment boards, employers, community colleges, payroll services, other?

The ESE program will be operated through a contract with the local Workforce Investment Act (WIA) provider for Butte County, AFWD, with a third-party agreement for payroll services.

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4. What strategies will you use to link clients with employers?

AFWD shall communicate with the business community, both public and private, to identify needs in relation to the workforce. These needs may include, but are not limited to, assistance with filling job openings, identifying sources of recruitment for qualified applicant pools, identifying sources for skill training of new and existing employees, and identifying the applicants' skills required by businesses.

AFWD shall develop work site locations and contracts for Subsidized Employment opportunities with local employers for referred participants. AFWD will work with employers to ensure appropriate matches between eligible clients and work sites. Bi-weekly monitoring of clients will ensure clients are fulfilling the employment obligation.

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5. Will your CWD use job developers? If yes, will they be CWD staff or contracted? What will their roles and responsibilities be: employer relations, job coaching, unsubsidized job search, conflict resolution, etc.?

The CWD will contract with AFWD to provide the staffing necessary to execute the program. One supervisor will be hired by AFWD to ensure program is operating within scope of work and liaison with Butte County DESS staff. The contractor will have 1-2 job developers to assist in matching eligible clients with employers or work crews.

The job developers will work with the local businesses that are hiring, while also assisting the clients to attain work readiness skills. The job developers will be involved in both client and employer relations to assure that participants are properly placed.

Job developers will also be responsible for assisting the clients during placement with work related questions and concerns, conflict resolution, problem solving, communication, etc. Time cards will be collected weekly, along with biweekly evaluations to assist in this process.

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6. What is your CWD's criteria for clients to participate: pre-requisites for entry, targeted population(s) to be served, etc.?

For the ESE program, the CWD will focus on those individuals with sparse, distant, or no work history who would benefit most from intensive work readiness and soft skills training strategies. Candidates will obviously have to meet eligibility criteria outlined in the AB 74 legislation, but the targeted population would be those with employment barriers that could be effectively mitigated through training, coaching, and careful job matching. Such barriers would include, but are not limited to no resume, lack of interview skills, need for coaching in the area of appropriate workplace behavior and appearance, difficulty in completing an employment application, need for guidance and coaching in professional workplace communication, etc. See #11 below for additional details.

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7. What entity (or entities) will serve as employer(s) of record: CWD, workforce investment board, placement agency, private employers, etc.?

As stated in #3 above, Butte County DESS contracts with AFWD to administer the ESE program. AFWD works for the Northern Rural Training and Employment Consortium (NoRTEC), the North State Workforce Investment Board (WIB), to provide Workforce Investment Act (WIA) services. AFWD has a subcontract with Express Employment Professionals, a staffing agency, to provide payroll and workers' compensation services for ESE participants. Express Employment Professionals will be the employer of record for the program.

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8. What strategies does your CWD have to transition participants to unsubsidized employment?

The overarching strategy to transition participants to unsubsidized employment is to prepare them in a way that they can be successful in an ESE placement with the expectation that, at the end of the placement period, they would obtain an unsubsidized position with the same employer.

AFWD shall provide services and training to those in need of "soft" skills, develop specific training strategies for those requiring specific skills, and assist individuals to transition to unsubsidized employment. In addition to providing training, job coaching and job developing services, AFWD will also partner with the Butte County Regional Occupational Program (ROP) Career Discoveries activity which will be explained in more detail in question #11.

9. Will your CWD supplement ESE subsidies with Single Allocation funds? If yes, how?

Our CWD will not supplement ESE subsidies initially. However, DESS is not opposed to doing so in the future, based upon the success of the program and fiscal feasibility.

10. What will be the average hourly wages and number of hours per week for placements?

The average hourly wages will range between \$8 to \$10 per hour. Any requests for increased wages or wages exceeding \$10 per hour will be subject to CWD approval. Average hours per week for placements will range between 20 to 40 hours per week.

11. Please include any other components of your ESE Program not covered above:

The CWD contracts with the local ROP for the Career Discoveries activity referenced in the answer to question #8. This is a 15-week intensive job readiness program that targets the Welfare to Work population who have limited or no work history. It includes six weeks of classroom training that emphasizes employability skills, personal development, career planning and social skills related to successful job placement and retention. The participants then move into a 9-week unpaid internship with local employers. Those who successfully complete the Career Discoveries activity are referred to the ESE program.

Please fill out this form electronically and submit to ESEProgram@dss.ca.gov.

Note: CWDs must submit their plans no later than 30 days after implementation of their ESE Programs. CDSS may request subsequent submittals of AB 74 CWD ESE Plans from CWDs depending on the needs of the program.
