

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

CWD: Fresno County Department of Social Services	DATE: 5/29/2014
---	--------------------

CWD CONTACT INFORMATION

NAME/POSITION:

Roselinda Torres Rolph, WTW Program Specialist

ADDRESS:

2135 Fresno Street Suite 100 Fresno 93721

PHONE NUMBER:

(559) 600-2758

EMAIL ADDRESS:

rptorres@co.fresno.ca.us

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

6/1/2014

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

25

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

0

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

0

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

100

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?

Fresno County's goals vary depending upon the population of clients being served in our ESE program. For clients who may be considered "hard to place" where "hard to place" is defined as a client with barriers to employment, our goal would be for the client to obtain some basic employability skills. For those clients, who have completed some type of education or vocational training program, our goal would be obtaining unsubsidized employment. We also anticipate working with employers in our community to possibly provide training for specific fields for clients which may lead to unsubsidized employment in the future.

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.?

We anticipate working with all types of employers: private, public, non-profit and for profit. We will attempt to outreach to employers in fields where our Department has a high number of clients who've received training in those fields.

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

We will be partnering with our local Economic Development Corporation (EDC) to market the ESE program to the private sector, foster relationships with our employers, and outreach to employers from outside our local area for possible relocation in an effort to create more positions for our clientele. We are also working with EDC and the community colleges to provide vocational training and education in those fields in our area that have openings and are looking to either fill current positions or for expansion. We are working with our local adult schools in both the metro Fresno area as well as the rural areas of the county to develop and provide job preparation courses which would offer such topics as, but is not limited to, how to create a resume, interview skills, interpersonal relationships in the workforce.

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

Utilizing our Economic Development Corporation for Marketing to employers via television/radio ads, town hall meetings with local county and city governments and employers.

Utilizing our Ready2Hire website for outreach and marketing to our clients and staff; utilize website features to issue mass email or text messages to clients on new employment opportunities.

Utilize our Employment Resource Center to provide on site recruitments for employers, hold job fairs, and conduct outreach to employers with whom we have an existing relationship and foster new relationships with other employers.

-
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.?

Yes, we anticipate using a combination of both contracted staff and county staff.

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

We will be targeting Active CalWORKs participants who are mandatory participants or exempt volunteer participants in WTW. Staff will identify clients who are not job ready and those clients will be to complete a 4 week soft skills job readiness course. During the 4 week soft skills job readiness course, the staff will cover topics such as but not limited to effective communication, attendance expectations and situational studies and exercises, teamwork, life management skills.

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

For the ESE program, the employer will be the employer of record.

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

Fresno County is working with our local Economic Development Corporation(EDC) to enhance the soft skills of our clients through our 4 week job readiness workshop. We are sharing our curriculum with EDC and obtaining feedback on how to improve it and provide our clients with the best opportunity for retention.

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

We would utilize Single Allocation for WTW costs above an ESE operational cost cap.

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

Minimum wage or prevailing wage in the industry. The hours required will vary. Clients may participate anywhere between 20-35 hours a week on average. The goal is full time employment at 40 hours per week.

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

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.
