

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

CWD: Santa Cruz County Human Services Department	DATE: 10/29/13
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CWD CONTACT INFORMATION

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

07/01/2013

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

58

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

38

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

16

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

62

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?

Program goals include: 1) partner with the Workforce Investment Board (WIB) to operate the Expanded Subsidized Employment (ESE), SmartHIRE Subsidized Employment (SE), and Work Experience programs; 2) teach basic employability skills prior to placement; 3) offer online vocational training to match frequently-offered jobs; 4) provide robust appraisals and Family Stabilization to remove barriers to employment; and 5) increase placements in unsubsidized employment through development of performance-based contracts and specialized services. Activities underway include: 1) CWO and contractor staff meeting to improve SE program based on lessons learned during FY 12/13; 2) contract modifications with SE contractors to serve additional WTW participants; 3) integration of employer data into the WIB's Virtual Career Center system; 4) enhanced e-mail and print marketing of services for business; and 5) use of EMSI Analyst Labor Market Information to target appropriate jobs for WTW participants.

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.?

The ESE program will place participants with private, public, non-profit, and for-profit employers. The industries that ESE job developers will focus on include: 1) Allied Health; 2) Hospitality/Retail; 3) Manufacturing; 4) Public service; 5) Security; 6) Transportation; 7) other specialized industries on a per-participant basis.

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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 partner with the WIB, Cabrillo College - Fast Track to Work, Family & Children's Services, the Work4Youth program, for-profit businesses, non-profit businesses and contractors, and training vendors. Public/private partnerships will be developed with the business community to promote hiring and on-the-job training for ESE participants. Incentives will be provided for small and mid-sized businesses to engage ESE participants, with business owners and managers hiring and supporting the wage and other costs for the new employees. Free online training and skills refreshing will be provided through Metrix Learning.

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

Starting in January of 2014, the CalWORKs ESE, SmartHire, and Work Experience programs will be managed by the WIB. By partnering with the WIB, the job developers, known as Business Service Representatives (BSRs) locally, will have a robust menu of services to offer businesses including the CalWORKs programs and the WIB's On-the-Job training program and Early Alert Layoff Aversion Program. BSRs will use the EMSI Analyst Labor Market tool to conduct focused business outreach to identify businesses that have openings which align with ESE participant skill sets. In 2013/14, a marketing committee was formed to uniformly brand WTW and WIA business services under the Workforce Santa Cruz County brand name. This has and will continue to increase the visibility of the ESE and SmartHire program leading to additional placements in the ESE program. By partnering with the WIB, BSRs will gain access the WIB's employer network which will also lead to additional placements.

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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.?

Currently, job developer services are contracted. Roles and responsibilities include: 1) developing relationships with small and mid-sized business owners and managers; 2) identifying emerging job openings; 3) developing agreements with the employers to hire through the SmartHire Subsidized Employment program; 4) conducting mock interviews with WTW participants in conjunction with CWO staff; 5) scheduling WTW participant interviews with employers; 6) attending and assisting employers with interviews; 7) troubleshooting; 8) transitioning participants into unsubsidized employment; and 9) tracking employment retention at 30 and 90 days following unsubsidized placement.

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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.?
Santa Cruz County criteria for ESE services will include: 1) CalWORKs/WTW parenting youth ages 18-24, including participants transitioning from the Cal-Learn program to WTW; 2) WTW participants who are working part-time, but rarely meeting required hours of participation; and 3) other eligible adult participants, including those for whom an extension of subsidized employment beyond 6 months is the best option.

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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.?
The employer who receives the subsidy will be the employer of record and can be either private, public, non-profit, or for-profit.

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8. What strategies does your CWD have to transition participants to unsubsidized employment?
Strategies to transition participants to unsubsidized employment will include: 1) contract modification to incentivize unsubsidized employment placement as a performance-based outcome (PBO); 2) robust pre-placement appraisals and Family Stabilization services to prevent job loss during subsidized employment; 3) development of a post-subsidized employment secondary Job Search component; 4) additional coaching by CWO and contractor staff; 5) increased extensions of subsidized employment placements from 6-12 months; and 6) implementation of a subsidized worker evaluation completed by the employers as part of the participants' monthly time cards, to alert contractors and CWO staff early of issues which could be addressed to prevent job loss.

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

No. The ESE subsidies will be wholly funded using the ESE allocation.

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

On average, placements will be made at 25 hours per week and \$10 per hour. This plan does allow for ESE participants to be placed in part-time subsidized employment and for extensions past the six-month subsidy period.

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

Partnering with Work4Youth, which in partnership with the WIB has provided summer youth employment opportunities to youth ages 14-24, is a new component this year. This population often needs basic, soft skills to become employable. Santa Cruz County is developing comprehensive referral procedures to provide enhanced information to its SE contractors about CalWORKs participant skills and interests identified in robust assessment and appraisal. Robust appraisal of the families will be conducted by both Social Work and Employment and Training staff in an effort to address barriers. To ensure that participants are aware of SE placement opportunities, a new email system has been implemented in 2013/14. Using custom email lists, staff will directly market SE placement opportunities, unsubsidized employment job announcements, program information, and resource information to participants. This system will be used to market new programs directly to partner-employers.

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.
