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

CWD:	DATE:
Shasta County Health and Human Services Agency	4/14/2014

CWD CONTACT INFORMATION

NAME/POSITION:

Sue Wolf / Supervising Staff Services Analyst

ADDRESS:

1400 California Street, Redding, CA 96001

PHONE NUMBER:	EMAIL ADDRESS:	PLEASE INDICATE THE DATE YOUR CWD WILL BEGIN OFFERING AN ESE PROGRAM:
530-245-7605	swolf@co.shasta.ca.us	3/1/2014

HOW MANY TOTAL PARTICIPANTS DO YOU EXPECT TO PLACE IN ESE IN STATE FISCAL YEAR 2013-14?	HOW MANY PARTICIPANTS DO YOU EXPECT TO PLACE IN ESE BY THE END OF MARCH 2014?
10	4

HOW MANY PARTICIPANTS DO YOU EXPECT TO PLACE IN ESE BY THE END OF DECEMBER 2013?	STARTING WITH STATE FISCAL YEAR 2014-15, HOW MANY PARTICIPANTS DO YOU EXPECT TO PLACE IN ESE ANNUALLY?
0	35

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?

   Shasta County's ESE program's goal is to first, help more people earn immediate income through subsidized employment opportunities by increasing their basic employability skills and offering training for specific fields; and, second, to transition workers into unsubsidized jobs after the subsidy period ends.

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.?

   Shasta County's Subsidized Employment program will recruit to place participants in all types of employment with no type of employer or specific industry specifically excluded. A balance of opportunities for clients with public, private, non-profit, and for-profit employers will be sought. All types of industries will be solicited for business including retail, manual labor, clerical and medical professions.

   County staff will recruit employers by developing relationships with businesses in the community utilizing face-to-face contacts and through the local Chamber of Commerce in addition to building partnerships with our local staffing agencies, our fellow County Departments and the local Workforce Investment Board (WIB).

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

    Shasta County ESE Coordinators intend to develop relationships with small businesses within the community via face-to-face contact and through the local Chamber of Commerce in addition to building partnerships with our local staffing agencies, our fellow County Departments and the local Workforce Investment Board (WIB).

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

    Shasta County's ESE staff (Job Developers) will develop a pool of potential job sites for participants to receive training in an employment setting. Job Developer staff will assist the potential work site in arranging interviews with the potential employee in order to find a good fit for both the employer and the participant.

    Job Developers will receive client referrals from Employment and Training Workers. The clients best meeting the needs of employers (based on employer request and outline of qualifications) will then be referred to employers for interviewing. Ongoing monitoring with the employer will be done throughout the placement period.

    Employment and Training Workers will refer "job ready" participants to the ESE program based on interactions with the participants throughout their tenure in the Welfare-to-Work (WTW) program. Referrals can be made at various points in the program including as a transition from WEX.

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.?

    Shasta County will use current, on staff Job Developers. The ESE Job Developers will provide mediation between the employer of record and the participants. They will be responsible for establishing and building employer relations, monitoring participants' progress and assisting in determining if it would be beneficial to the employee to extend their contract if the employer requests to do so.

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

ESE will be available to WTW participants who have completed the 4-week Steps Toward Earnings Potential and Success (STEPS) Workshop (2-weeks of classroom instruction followed by 2-weeks of job search) or other appropriate Job Services activity. Those who do not secure unsubsidized employment via the STEPS/Job Services classes will be referred on to Assessment where staff determines if they could benefit from subsidized employment. If subsidized employment is deemed appropriate, clients will be referred to the ESE job readiness Boot Camp. Boot Camp will be an in depth review of employer expectations, grooming standards, attitude in the workplace and drafting applications and interviewing specific to current job postings.

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

All ESE Employers will be the employer of record for the duration of the contract, placing the subsidized worker directly on their payroll. These employers may include staffing agencies, private for profit businesses, non-profit businesses and/or the county departments.

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

If it appears the employee will not be hired on by the ESE Employer once the subsidy ends, the ESE Job Developer will encourage clients to utilize the job center to look for unsubsidized employment and provide leads as they arise. In addition, all WTW/ESE program participants will be provided with supportive services as needed including: child care, transportation cost, clothing, and tools as required for job participation.

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

Shasta County will use Single Allocation funds to provide the base funding requirement as well as to cover any ESE costs that exceed our ESE allocation.

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

Shasta County's ESE program will cover employees full wages, up to $15 an hour at a minimum placement of 20-hour a week for 6-months. We expect the average hourly wage, based on our local economy, to be $10 per hour. We expect the average hours per week to be between 20 and 35 hours and will actively recruit work sites that provide a range of weekly hours so that clients are able to meet their hourly participation rates.

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

Shasta County's ESE participants will be invited to participate in a "job readiness" Boot Camp. Boot Camp will be an in depth review of employer expectations, grooming standards, attitude in the workplace, drafting applications, resumes and interviewing specific to current job postings. In addition, pre-employment screening including drug testing may be completed prior to graduating from Boot Camp.

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.