

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

CWD: Ventura County Human Services Agency	DATE: 11/10/14
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CWD CONTACT INFORMATION

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

11/10/14

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

0

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?

100-200

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?

Ventura County Human Services Agency plans to use allocated ESE funds for:

- Basic employment and work maturity skills (interviewing skills, time management, work ethic, problem-solving) for low-skilled workers or those who lack recent work history.
- Increase in hours/employment for under-employed clients (clients who are historically employed 10-29 hrs/week and not meeting work participation requirements).
- Training-related employment for clients who need concurrent activities, or are ready to graduate from their training program.
- Skill-building training for clients who need support to maintain ESE employment (Customer Service, Soft-skills, computer basics, money management).
- Utilize Labor Market Information (LMI) data to identify and target in-demand industries (machine shop, health care, computer technology) that could benefit ESE participants who are ready for specialized employment.
- Job Retention services to assure job maintenance and independence from cash assistance.

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 will be placing our ESE participants into private, public, non-profit and for-profit employment opportunities. The industries we are looking to use for placements include: retail, maintenance, hotel/hospitality, manufacturing, warehouse, production, health care, landscaping, office, data entry, computer applications, business skills, etc. We will also focus on subsidized employment opportunities that are industry specific and projected to have job growth in upcoming years, along with identifying growing labor market demands and matching applicable clients to those employment opportunities.

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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?

Ventura County has strong partnerships with contractors and partners who assist us with administering Welfare to Work (WTW) activities. For ESE, we are partnering with a contractor (Goodwill Industries Inc.) who administer our ESE program. Goodwill currently administers our Job Club and AB98 Subsidized Employment program and has a strong record of employment preparedness, placement and job retention.

We partner with our Fiscal Department to set up our portion of payroll tracking, and release of funding based on placements. We will also work with our reporting team to create a track record of job placements, wages, employer types, etc. all of which will be submitted to the State.

Ventura County partners with our local Community Colleges by attending their bi-monthly 'CORE' meetings where we share the latest WTW happenings and opportunities for mutual WTW clients. At these meetings we are sharing details of ESE and the benefit of enhancing education with employment opportunities.

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

Ventura County has established strong employment contacts through our WTW program activities. We maintain an in-house listing of reputable employer contacts who are familiar with our WTW program. These employers were historically tracked and identified in the Virtual One Stop system, now identified as The New CalJobs. Each Job and Career Center maintains a hard copy of all county-wide employers (private/public, profit/non-profit, etc.) who have hired Work Experience clients and state an interest in continued placements. We plan on using this pool of employers to market our ESE program and its benefits to employers. WTW staff also have a TRIO assessment tool available to determine clients strengths, employability, education, environment, etc. all with the intent of developing a comprehensive plan of action toward participants success in ESE. TRIO is applied at Appraisal and throughout the interaction with a client; it will track service milestones, client status and employment outcomes.

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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.?

Ventura County will use contracted job developers that are experts in identifying the employment needs of our clients. These job developers will be responsible to:

- Identify potential employers that can accommodate the needs of our participants' varied schedules.
- Promote the ESE program and highlight the benefits of hiring our participants.
- Identify the expectations and goals of our program as they relate to both the Employer and ESE client.
- Maintain monthly contact with employers and participants to identify and resolve any conflicts that can occur during ESE placement.
- Job coach, mentor and maintain employee/employer relations.
- Provide each WTW participant with an individual assessment, identification of labor market trends and occupations in demand, career counseling and coaching, and job readiness preparation.
- Work closely with assigned WTW staff who provide support services and case management to WTW clients in coordination with the goals of ESE placement.

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

Our targeted population is recipients of CalWORKs and participants in the WTW program.

Participants must either require full- or part-time placement, according to their current status when referred to ESE. For participants who require full- or part-time ESE placement, they must meet 'right-to-work' criteria (Social Security card, Driver's License, and/or DMV photo ID), currently enrolled or soon to be enrolled in a WTW activity, have marketable skills, have past work experience or completion of an educational or vocational training program, completed a Job Club/Readiness activity (Job Search/Supervised Job Search), and have had an Assessment within the last year.

Part-Time ESE participants:

- Must be actively participating in WTW, currently enrolled, or soon to be enrolled in a WTW activity.
- Have support services in place (childcare, transportation, etc.) .
- Be in good standing with WTW and ready to take on a second WTW activity in order to meet participation requirements.

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

Our contractor, Goodwill Industries Inc., will serve as our ESE placement agency. The employers obtained by Goodwill for ESE clients will serve as the employer of record.

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

Ventura County's ESE contractor, Goodwill, will be required to work with employers to discuss the possibility of transitioning qualified ESE participants to unsubsidized employment within their work sites. An assessment will be conducted of participants to determine the most appropriate type of employment placement and the tools participants will need to be successful (support services, transportation, childcare, etc.). Our contractor will be required to work closely with employers while participants are in ESE and to identify what it would take to transition them into potential employment with the same employer, or preparation needed to immediately transition to another type of employment outside of ESE program.

Goodwill will work with ESE participants to provide retention services for up to 1 month after unsubsidized employment placement occurs.

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

Yes, we will only use Single Allocation funds in the event ESE resources are exhausted and/or to ensure payment for exceeded expenses paid in FY 2014-15.

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

Participants in the ESE program will be paid the average minimum hourly rate of \$9.00 per hour, with the possibility of being paid more than minimum wage, dependent upon successful job performance.

The number of hours required per week will average between 20-40 hrs/per week, keeping in mind the goal of at least assuring participants meet WTW program requirement of 20/30/35 hours per week.

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

For those ESE participants who successfully complete the program and have not been picked up as an unsubsidized employee, we are considering placing them into the AB98 program understanding that this will require the participant to meet all AB98 requirements for subsidized employment. This has been identified by the state as an effective strategy for transitioning participants to unsubsidized employment, since the AB98 subsidy is likely to be lower than the ESE subsidy, and the employer will have greater responsibility for the costs of the AB 98 client. This strategy may also help our County to meet its base funding requirements.

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.
