

SETA

Southeastern Employment & Training Association
Workforce Development Excellence

2021 Fall Conference

**Braiding and Leveraging
all the Titles Effectively
for Strong Return on Investment**

September 28, 2021



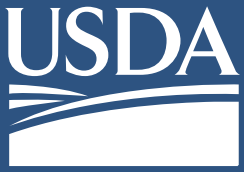
Goodwill
of North Georgia



**Our mission is
to put people
to work.**

Jenny Taylor
Vice President
Career Services





United States Department of Agriculture



Nick Espinosa

SNAP Employment & Training

Food and Nutrition Service, USDA

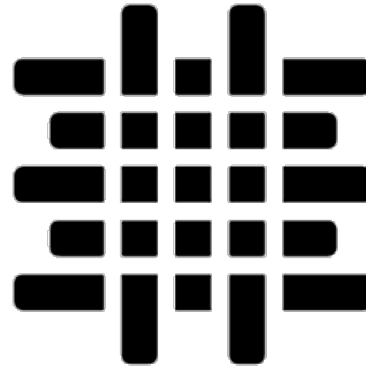
Southeast Region

Getting Impact: Return on Investment

Braiding & Leveraging Funds



**Maximize
Resources by
Leveraging Funds**



**Braid Funding
2 Ways**

By Person
By Cohort

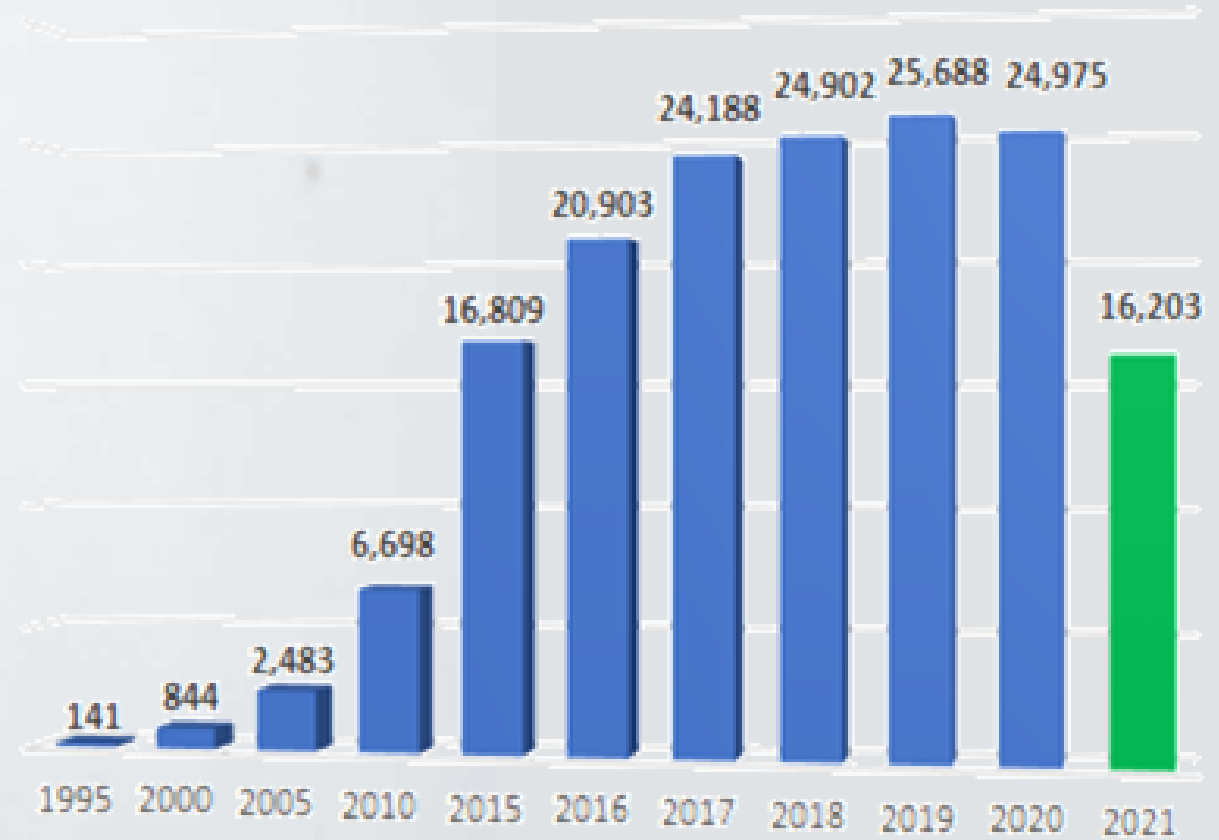


**Storytelling
Increases
Impact**

Intentional strategy and comprehensive, omni-channel communication campaigns for telling impact story.



Quantity



We put people to work.

AND Quality to Move People Out of Poverty: ABCs

A first job
a Better job
a Career.

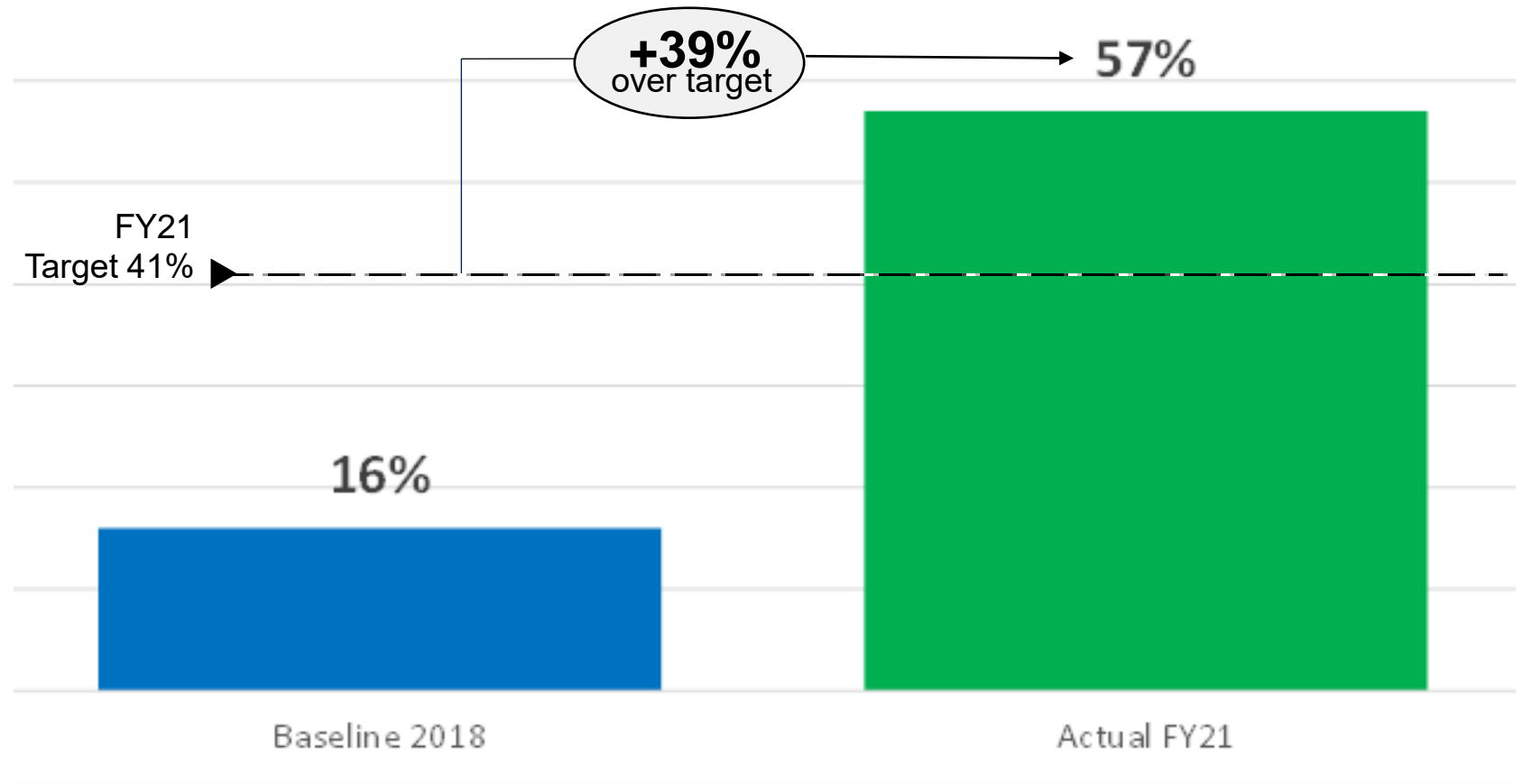
% of Persons Employed in Better Jobs



Middle Class+



Working Class +



We Work Better Together

Network and Partnerships

10 college co-enrollment partnerships

26 high school co-enrollment partnerships

39 public sector partnerships

65 non-profit and community-based partnerships

93 private foundation partnerships

5,000+ employer partnerships





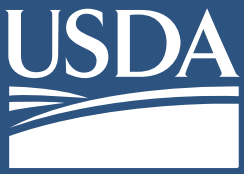
Maximize Resources by Leveraging Funds



Private \$ Social Enterprise, Philanthropy

Public \$

- Title I** WIOA ITAs (all LWDBs in our 45-county territory: Youth, Adult, Dislocated Worker)
US-DOL-ETA federal grants: 2nd Chance Act: Young Adult Reentry Program (YARP)
Workforce Opportunity for Rural Communities (WORC)
- Title II** Adult Education – TCSG & K-12: GED, ESL: Literacy Action, Latin American Association,
Center for Pan Asian Community Services, Catholic Charities, MUST Ministries
- Title III** Wagner Peyser – Employment Services, American Job Centers (UI)
- Title IV** Vocational Rehabilitation Program – GVRA
- Perkins** Youth Employment Services – HS & TCSG & Goodwill co-enrollment
- H.U.D.** Financial Opportunity Center: Financial Literacy/Coaching; Benefits Navigation
- CDBG** Microenterprise, Veterans: Employment & Training, Low income Employment & Training
- VA** Veteran Readiness and Employment (VR&E)
- HHS** TANF, Foster Care – Independent Living Program
- USDA** SNAP Employment & Training



WHAT IS SNAP EMPLOYMENT & TRAINING?

- ❖ The purpose of SNAP E&T is to help SNAP recipients to meet work requirements, and to gain skills, training, or experience to increase their ability to obtain regular employment.
- ❖ The program is administered at the federal level by the U.S. Department of Agriculture's Food and Nutrition Service (FNS).
- ❖ All states are required to operate a program.

PROGRAM DESIGN

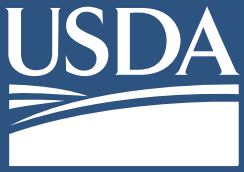
States can design SNAP E&T programs to suit the needs of the population and decide how services will be delivered.

Services can be provided by:

- ❖ SNAP eligibility agency;
- ❖ State labor agency;
- ❖ WIOA service providers;
- ❖ Community and Technical Colleges;
- ❖ Community Based Organizations (CBO) (Goodwill, YWCA, etc.); or
- ❖ Employers.

Examples of SNAP E&T Flexibility

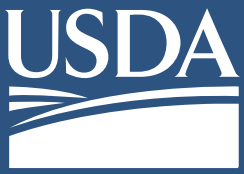
- ❖ It can partner with TANF, WIOA or any other workforce program to deliver integrated, holistic and seamless services.
- ❖ It can fund training for individuals looking to compete for the middle-skill jobs that employers need.
- ❖ It can provide standalone funding for critical participant supports, like transportation, childcare and others; or help to cover supports not funded by other programs.
- ❖ It can help to braid and leverage non-federal funding for allowable training and supports already being provided by community-based programs, enhancing sustainability.



50/50 (THIRD PARTY) FUNDING

Fifty Percent Funds – Not Capped:

- ❖ Additional administrative costs that exceed the state's funding under the annual E&T grant, and reimbursement of allowable costs not paid for through federal funds.



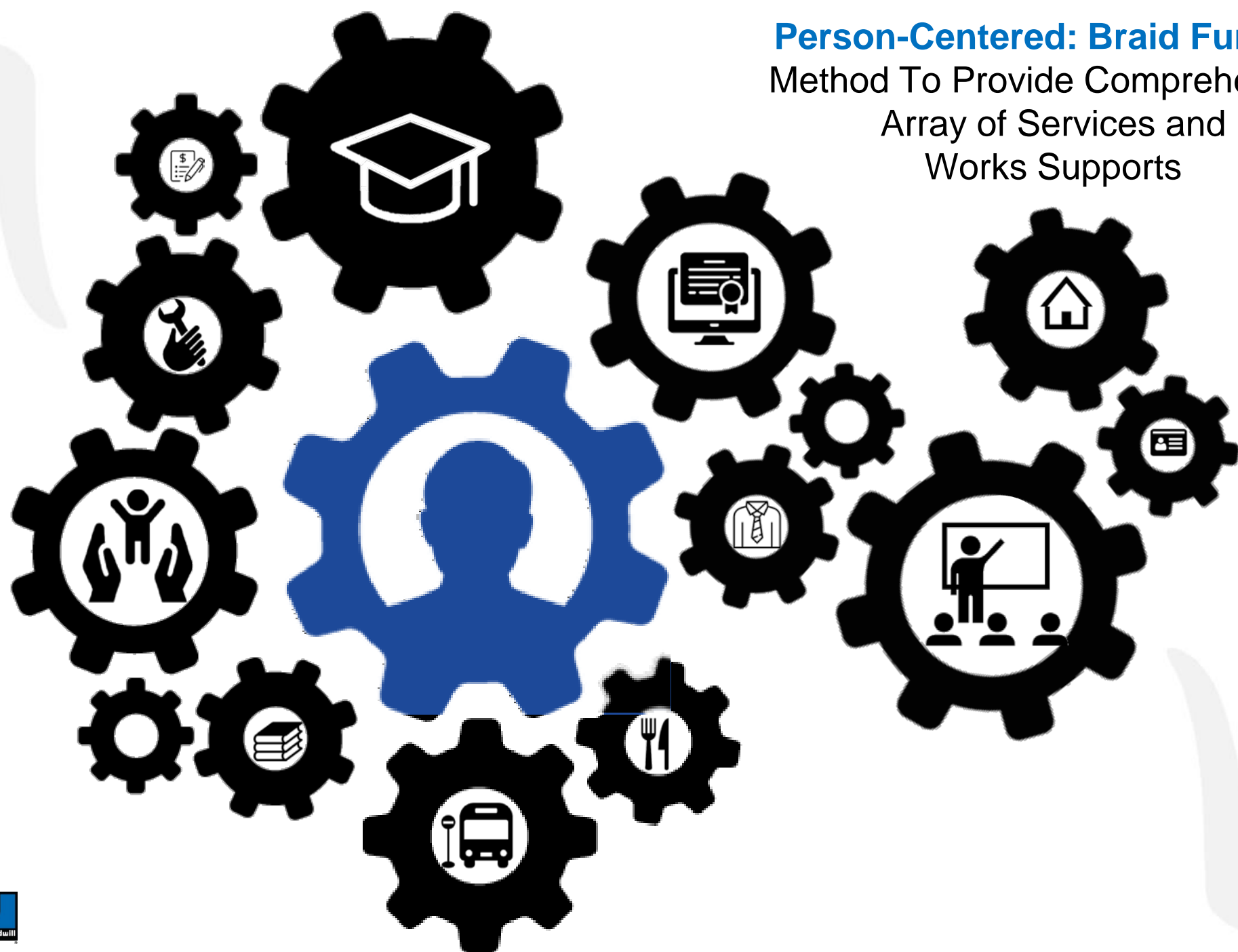
THIRD-PARTY – WHAT IS IT?

A third-party partnership simply means that E&T services are provided by third parties, such as community colleges, community-based organizations, etc.

Main Feature: Funds to pay for the services come from the partners rather than the state or labor agency and can be reimbursed at 50% by federal SNAP E&T funds.

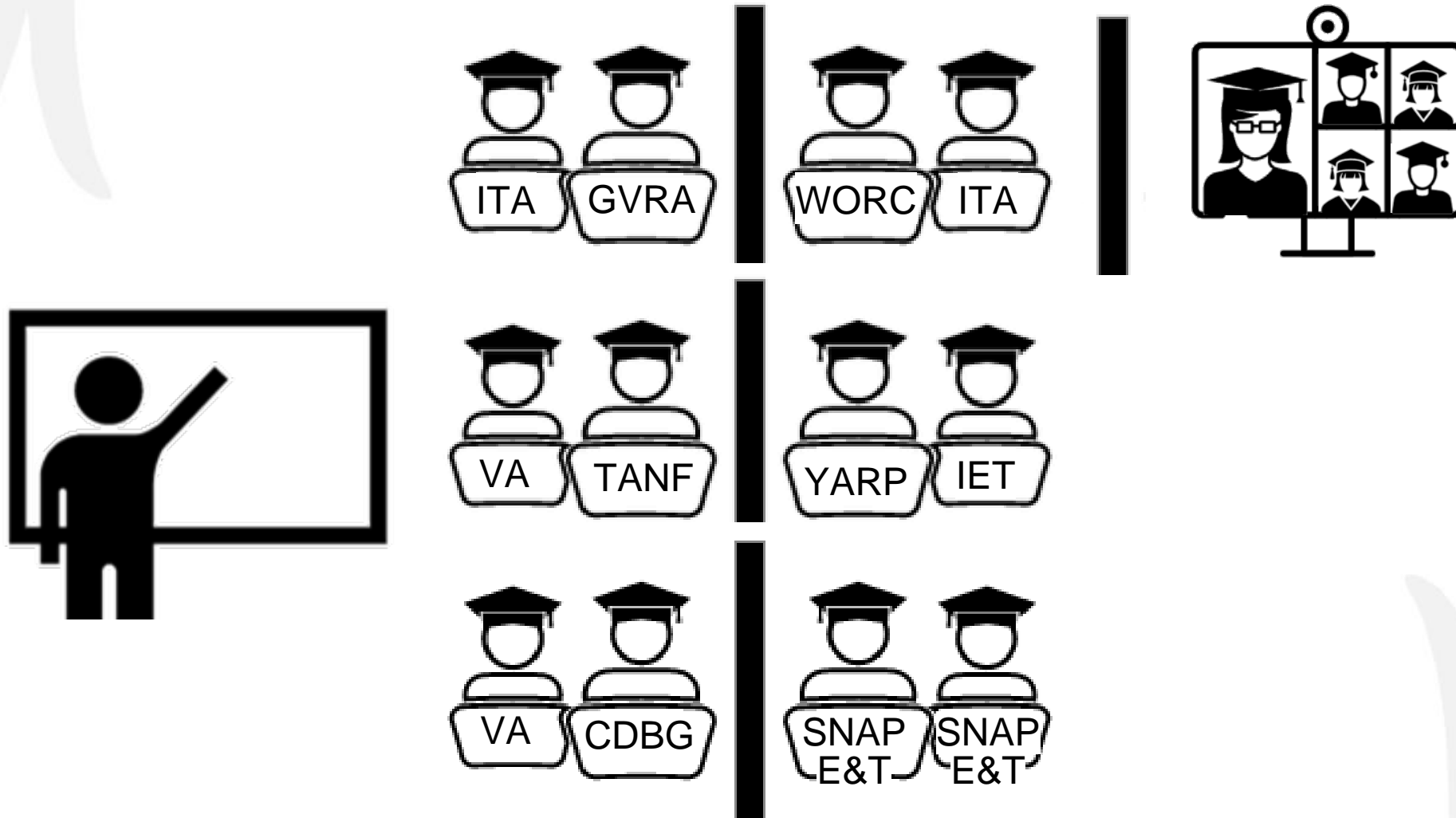
Person-Centered: Braid Funding

Method To Provide Comprehensive
Array of Services and
Works Supports



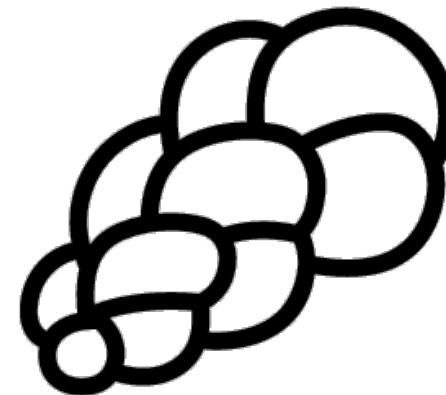
Cohort Based – Braided Funding

To reach economies of scale and minimum class size (great for rural)

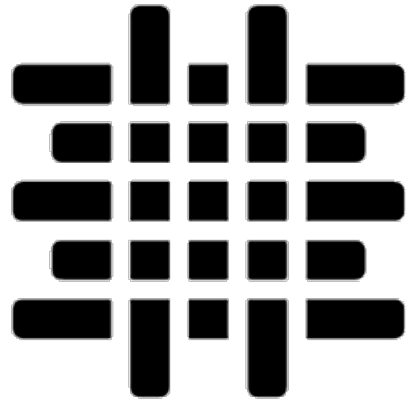




Braiding Resources



- **Intake:** Navigators, Career Coaches, or Case Managers
- **Orientation and Assessment** Career Coaches
- **Eligibility and Appropriateness – across ALL sources** College Career Navigators
- **Individual Career Plan** Case Managers
- **Coordination of Care, Case Management, Work Supports** Case Managers
- **Vocational Training** Instructors
- **Earn-While-You-Learn: Subsidized Employment/Paid Internships** Job Coaches
- **Job Placement** Employment Specialists
- **Retention & Career Advancement Strategies/Alumni Association**
Retention Specialists



Highly Complex



Must Manage the Disparities Between Funding Sources

- Different names for the same service
- Different definition for service with the same name
- Different methods of billing:
 - ☐ Cost Reimbursement
 - ☐ Fee-for-Service
 - ☐ Benchmark/Performance-Based Payments
- Eligibility determination processes
- Different Time Limits



Storytelling All the Time

Intentional, Comprehensive Campaigns Success stories are just the beginning.

- Mission Impact Reports:
Annually, with quarterly reports specific to each funder
- Talking Points for staff at every level to share mission impact
- Presentation templates
- Videos for multiple channels & audiences
- Signage and messaging
- Paid Advertising

Goodwill® Career Services

2020/2021 | Mission Impact Report



A first job, a Better job, and a Career | Career Pathways ABCs

At Goodwill of North Georgia, our mission is to put people to work. Last year, we connected more than 27,000 individuals with jobs. Learn about our North Georgia neighbors who we helped get the tools they wanted for the jobs they needed.

Technology Careers Program (TCP)

PROGRAM

Offered in partnership with TechBridge, the TCP program trains individuals for high-paying jobs in the technology sector. Coursework includes database administration, web development, and SCRUM.



Success Rate
Graduates Placed

68%



Graduates Still Employed
after 6 months

88%



Program Start to
Industry Career (in days)

110



Placements into Full-Time,
Living Wage Careers

108



Average Starting Wage
for Graduates (per hour)

\$25.79



Wages Earned by Program
Graduates Last Year

\$5.8m

Bring data to life...
more than just a
number.



We Put 25,688
People to Work in FY19!



The background of the entire image is a dense, repeating pattern of small blue icons representing human figures. These icons are arranged in a grid, with each row alternating between male and female symbols. A large, solid blue arrow points from the right towards the left, centered vertically. The text 'Meet # 5,002' is written in white, bold, sans-serif font within the body of this arrow.

Meet # 5,002

**A
first job
for
Lealinda
Walker**





Lealinda is one of

1,162

People with Disabilities

6,118

People who were TANF Eligible (welfare)

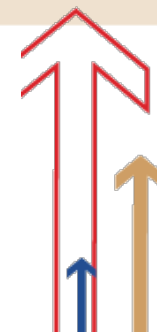
served last year.

Table 9: Comparison of TANF Benefits Received Pre- and Post-Program				TANF
Indicator	Pre-Program N= 13	Post-Program N= 6	\$ Change	% Change
Monthly	\$3,653	\$1,686	1,967	-54%
Annualized	\$43,836	\$20,232	23,604	

Table 10: Comparison of SNAP Benefits Received Pre- and Post-Program				SNAP
Indicator	Pre-Program N= 190	Post-Program N= 56	\$ Change	% Change
Monthly	\$24,510	\$7,224	\$17,286	-71%
Annualized	\$294,120	\$86,688	\$207,432	

\$231,036

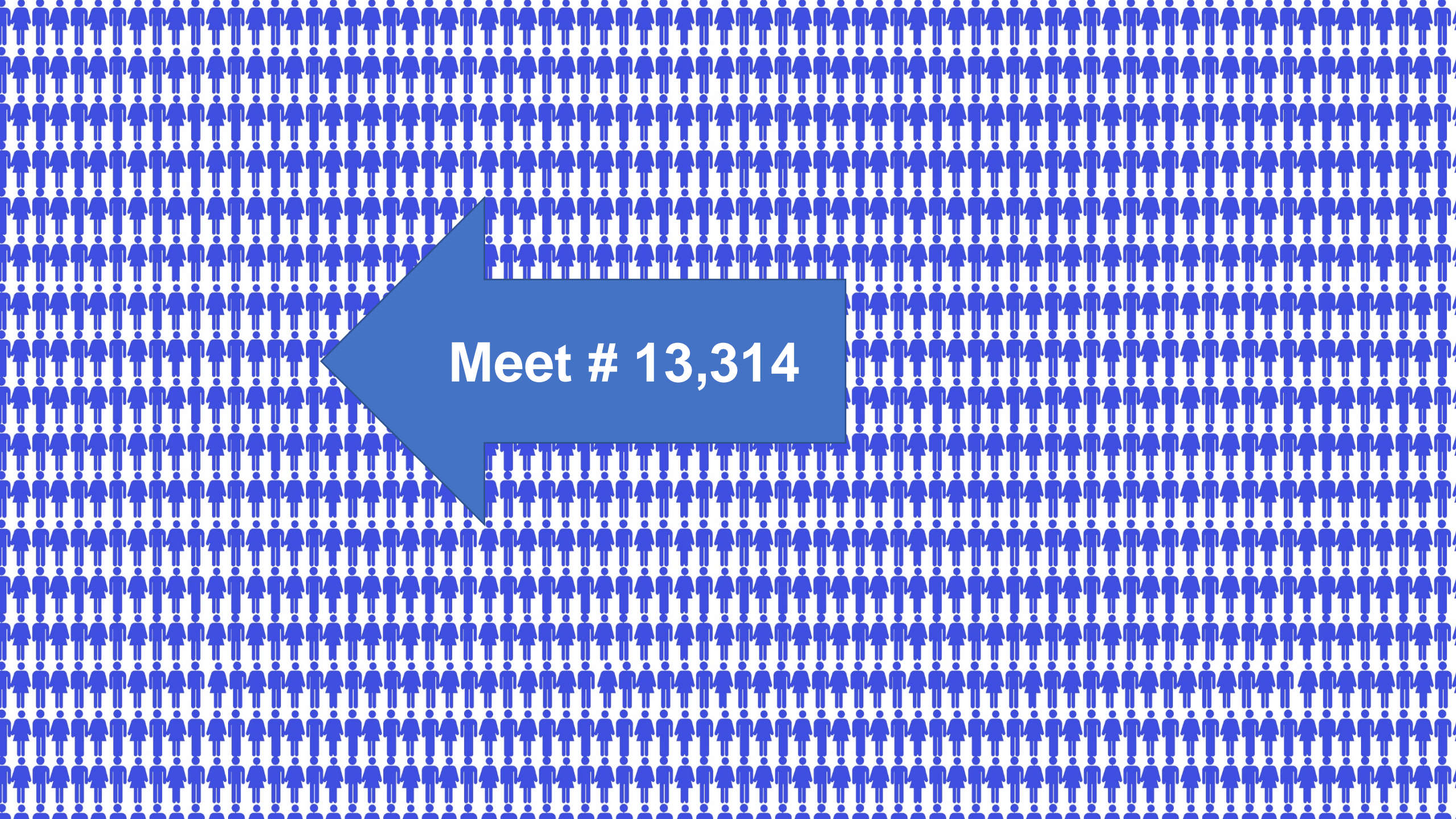
Reduction in public benefits paid



**JOB TRAINING
PROGRAMS
THAT WORK**

Goodwill
of North Georgia





Meet # 13,314

**A
Better job
for
Nicholas
Green**





Nicholas is one of

2,678

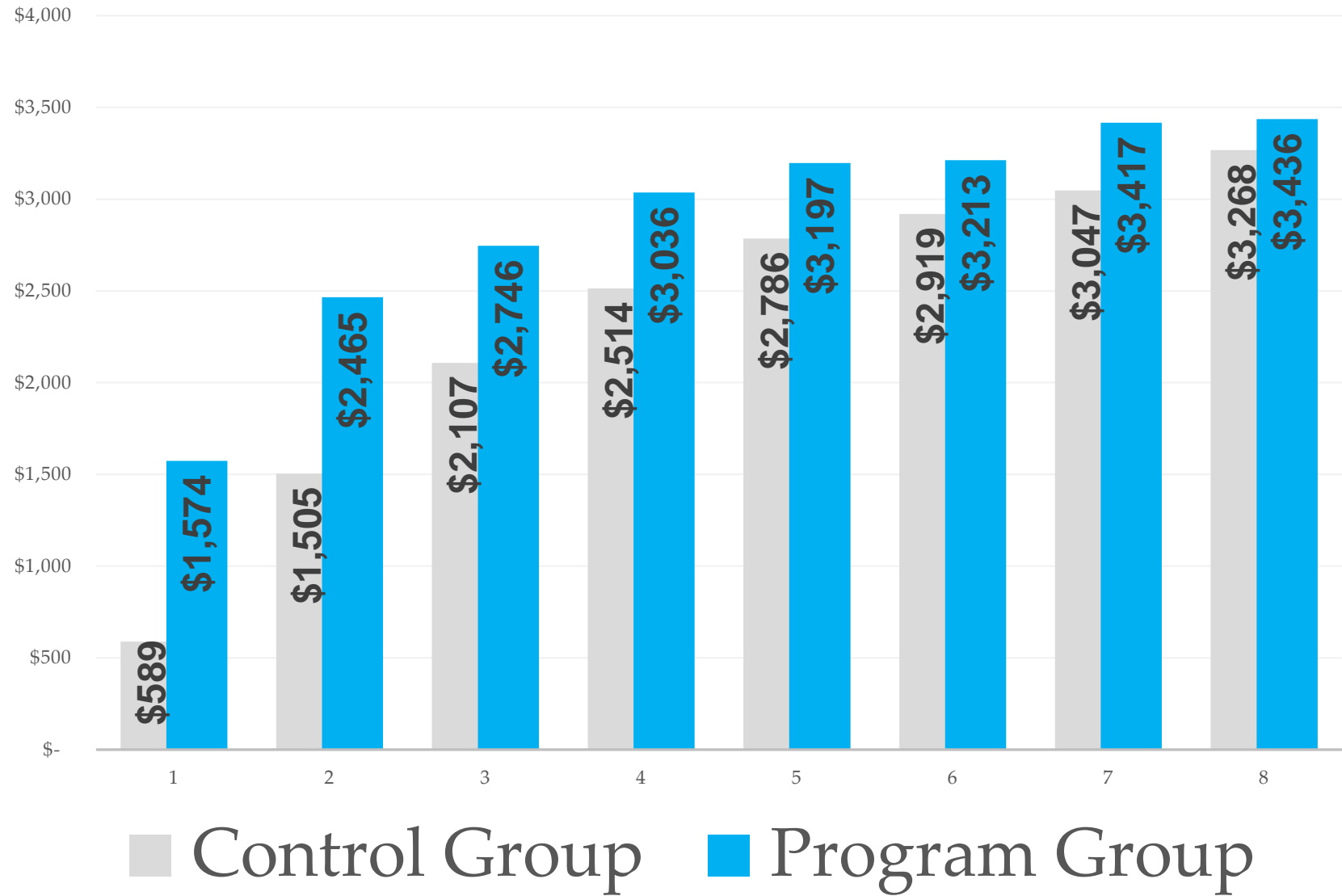
Veterans or military family members

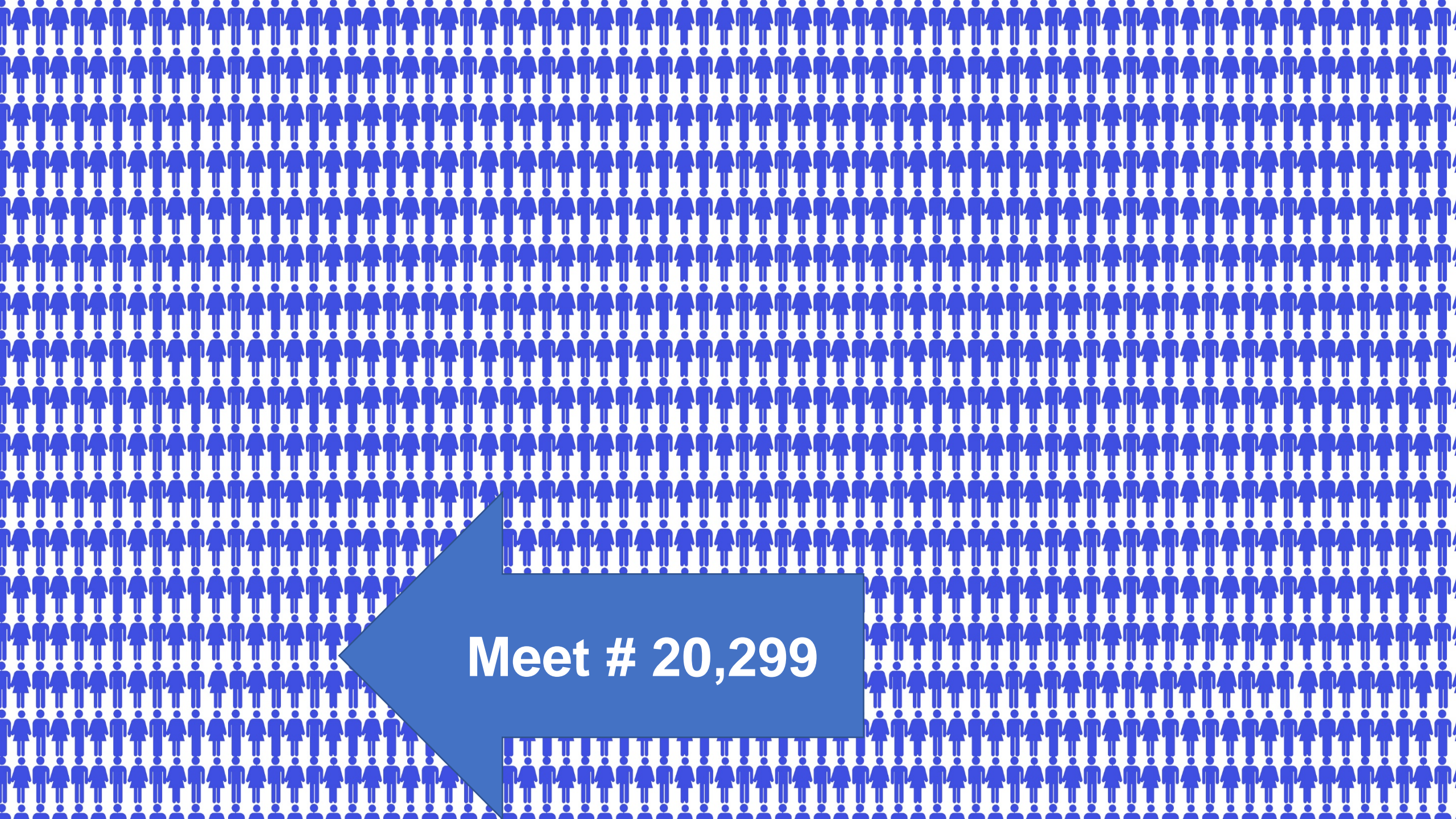
50,023

Unemployed Job-Seekers

served last year.

Monthly Earnings each Quarter after Exit





Meet # 20,299



**A Career
for
April Dean
Hunter**



April is one of

8,939

Older Workers (55+)

1,519

People who were Under Employed

served last year.



\$4,741
average increase in earnings

Impacts on Employment and Earnings: Atlanta

Outcome	Program Group	Control Group	Difference (Impact)
<u>Outcomes based on administrative data^a</u>			
Total earnings during the 30-month follow-up period (\$)	30,329	25,588	4,741***



Meet # 23,820



**and a
second
chance for
Krystle
Ives**



3,408

People with Criminal Backgrounds

State prisons cost about

\$44.56 per inmate per day

or


\$16,264. per year



4.3% decrease in recidivism rates

Impacts on Confirmatory Outcomes		
Earnings (\$)	Child Support Payments ^a (\$)	Criminal Justice Event ^b (%)
<u>10 quarters</u>	<u>10 quarters</u>	<u>12 months</u>
4,866***	1,220***	-4.3*

Criminal Justice Event includes any arrest, conviction, or admission to prison



**Preventing 4.3% of
the 3,408 people we served
from going to prison again
saves Georgia tax payers
\$2,383,391 per year**

Power of Partnership

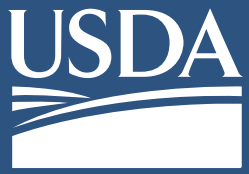




United States Department of Agriculture

BOTTOM LINE

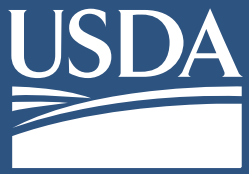




United States Department of Agriculture

SELF-SUFFICIENCY





United States Department of Agriculture

QUESTIONS???





Jenny Taylor

Vice President, Career Services

706-540-5221

jtaylor@ging.org

Careerconnector.org



Nick Espinosa

Senior Program Analyst
USDA FNS Southeast Region

404-562-1910

nick.espinosa@usda.gov

