

Workforce Innovations 2008

Creating Partnerships: Making the Case for ^{Better} Serving Mature Workers

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Session Agenda

- 2 Presentations: share examples of partnerships between One-Stops and SCSEP
 - Dual perspectives
 - Key elements of successful partnerships
- Q&A/Discussion
- Participant Work: for your organization
 - Self-assessment: how “mature-worker-friendly” are we?
 - Roadmap: steps we can take to improve mature worker services

Joseph M. Carbone

President & CEO

The WorkPlace, Inc.

Southwestern Connecticut's WIB

SCSEP Grantee for 1/2 of CT



The WorkPlace, Inc.

Who we are:

- Southwestern Connecticut's Regional Workforce Development Board
- A WIB and a National SCSEP Grantee

What we do:

- Help people prepare for careers, strengthen the workforce for employers, and help to build a healthy economy

Our Roles:

- ✓ Coordinate Job Training & Education
 - CTWorks Career Centers (one-stops)
 - Youth Programs
- ✓ Solicit Grants & Corporate Gifts to Train More People
- ✓ Link to Economic Development, Employers, and Policymakers
- ✓ Plan & Implement New Programs
- ✓ Advocate for Workforce Development

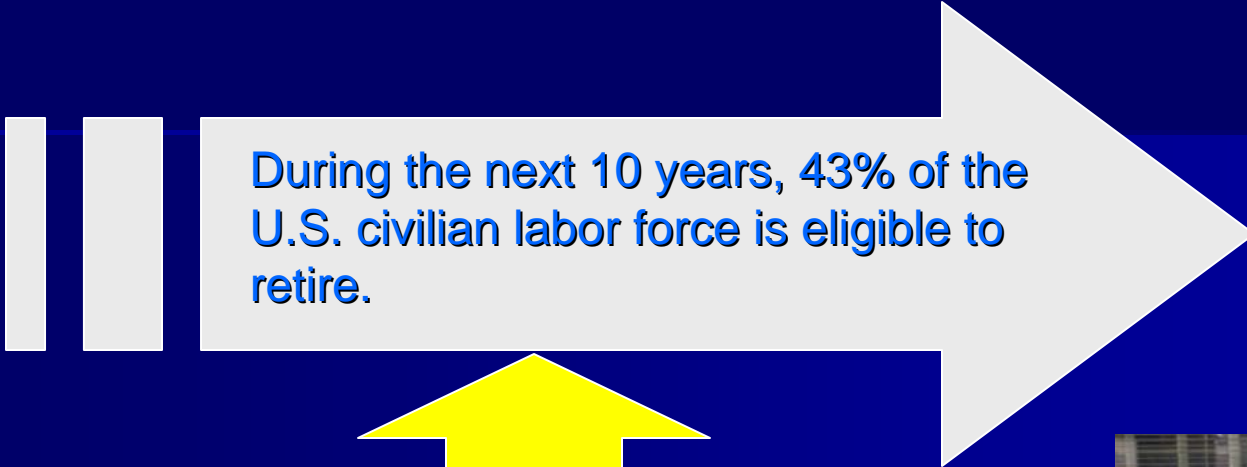
EVERYBODY WINS

Direction is Clear...


- Recent U.S. DOL release states, *“ in FY 2009, the workforce investment system will play a stronger role in placing job-ready older workers in unsubsidized employment as an alternative to placing them in SCSEP subsidized employment”*

***What Trends Impact
Mature Workers?***

National Trends



During the next 10 years, 43% of the U.S. civilian labor force is eligible to retire.



In 10 years there will be a 15% decline in 35-44 yr. olds, while demand increases 25%.



By 2012, **40%** of US workers will be ages 45 and older.⁷

Serving the Mature Worker

- Many mature workers choose and need to work
- One-Stops should be a natural resource

BUT...

- Many One-Stops are still defining how to reach and connect mature workers to employment

MaturityWORKS

A Senior Community Service Employment Program

A project of The WorkPlace, Inc.

- MaturityWorks is a Senior Community Service Employment Program (SCSEP)
- Awarded grant in July 2006 -- \$5.5 million over 3 years for ½ Connecticut
- The WorkPlace, Inc. is the only WIB and one of 18 national grantees responsible for administering the program

Senior Community Service Employment Program (SCSEP)

- A program of U.S. DOL/ETA, authorized under the Older Americans Act
- A training and job placement program for people who are 55 + and unemployed
- Provides paid on-the job training at local non-profit agencies
- Places mature workers into employment

Senior Community Service Employment Program (SCSEP)

- SCSEP nationally serves approximately 90,000 participants per year
- Approximately, \$521 million in funding for PY 2008

Leveraging Resources to Better Serve Mature Workers

- For PY 08, SCSEP has approximately \$40 million dollars (nationally) to provide additional training programs to SCSEP participants
- One-Stops can partner with a national grantee serving their area to integrate SCSEP services and expand services provided to mature workers

SCSEP Integration into the One-Stop?

A model already exists →



- SCSEP integrated into the CTWorks One-Stop system
- Comprehensive training and employment services
- Focused on transition to unsubsidized employment

One-Stops offer:

■ Core Services

- Any activity that does not require direct staff and is general in nature
- E.g. resume workshop, intro to Word, ...

■ Intensive Services

- Staff-delivered service that is one-on-one (requires WIA registration)
- E.g. employment plan, referral to training, ...

CTWorks Survey

Statewide survey of One-Stop practices serving older jobseekers (Spring'08)

- **Mature jobseekers need:**
 - Special workshops to prepare for job search
 - More assistance with job search on computer
- Barriers to working with SCSEP:
"don't know what the program does"

MaturityWorks (integrated)

81%

88%

36%

Other Area (non-integrated)

69%

72%

65%

Program Operation: One-Stop Integration

- All *MaturityWorks* participants are registered with their local One-Stop
- *MaturityWorks* participants receive WIA Core Services
- *MaturityWorks* participants enrolled in ITAs (Individual Training Accounts)

Program Operation (cont.)

- Participants meet with their case manager and job developer at their local *CTWorks* One-Stop office
- Participants attend One-Stop job search and computer classes
- Customized lessons are developed and delivered to participants in *CTWorks* offices and on the Career Coach (mobile)¹⁷

**The SCSEP One-Stop
 Model Works!**

<u>PERFORMANCE 06 – 07</u>	Job Placement Goal	Actual Job Placement
Other ½ of CT	21%	13%
Westchester County	24%	8%
<i>MaturityWorks</i>	<i>22%</i>	<i>24%</i>

On track for 2007-2008*

Entered Employment Goal – 34%

Actual to date – 50%

(*SCSEP now uses Common Measures)

Collaboration Ideas

One-Stops and SCSEP:

- *"MaturityWorks Scholarships"*
 - Use SCSEP \$\$ to purchase training services from Eligible Training Provider List; use to pay for ITA's (no co-enrollment)
- Microsoft Office Essentials Class
 - SCSEP funds more intensive computer classes, provided by One-Stop
- Partner on workforce development elements of state SCSEP strategic plans
 - All states just submitted 4-year strategic plans
 - Use specific targets as template for MOU

Action Steps:

- Talk to local providers and national grantees in Jan-March with ideas for services contract (to have in place for July 1 program year)
- Read: Protocol for serving older workers
http://www.doleta.gov/Seniors/other_docs/ProtocolBook.pdf



Questions about partnering with SCSEP or One-Stop?

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Carol A. Salter

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National Director, SCSEP
Easter Seals, Inc.**

**SCSEP Grantee in counties in Alabama,
1/2 of Connecticut, New Jersey, New
York City, City of Chicago, Oregon, and
all of Utah**

Program Operation: One-Stop Integration

- All *Easter Seals* participants are registered with their local One-Stop
- *Easter Seals* participants receive SCSEP services as well as Core Services AT the One-Stop

Program Operation (cont.)

- Participants meet with their case manager and job developer at their local office, or if collocated, at the One-Stop office
- Participants attend One-Stop workshops, computer classes, employer job fairs
- Participants who have additional specific skills training needs are referred to WIA providers for co-enrollment

Collaboration Ideas

One-Stops and SCSEP:

- Access One-Stop partner training programs for specific skills training not available through Easter Seals
 - Co-enroll, if appropriate, or pay with OPC training funds
- Become a full collocated partner, supporting One-Stop infrastructure through leasing space for Easter Seals staff
- Recruit eligible participants through mandatory partners, such as Community/Technical Colleges, Housing Administration and Veterans Administration
- Become full-partners through the provision of core services to all individuals who are 55+

Action Steps:

- Have Directors and SCSEP staff attend a One-Stop orientation to become educated on services available through specific colocated partners
- Make an appointment with the One-Stop Director in your local Workforce Investment area to explain SCSEP services
- Align local One-Stop goals with SCSEP goals
- Ask to be put on the agenda of a partnership meeting to explain SCSEP and collaborate on how programs can compliment each other
- Develop a meaningful partnership, not just a paper partnership

Key Takeaways:

- SCSEP is evolving
- SCSEP has (\$\$\$) to increase services provided by One-Stops
- Opportunities best pursued through partnerships
- Be proactive

Keys to Partnership

- Requires MOU with WIB in each area
 - MOU with State
 - MOU with National Grantee for local area
- Create a Win-Win Partnership
 - Don't duplicate existing services
 - Bring additional services and supports to the table

Q & A / Discussion

Your Turn...

- For your organization:
 - Self-assessment: how “mature-worker-friendly” are we?
 - Roadmap: steps we can take to improve mature worker services

(see handouts)

Thank You!

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