



Western Virginia Workforce Development Board
Adult Contract Recommendation
Area III Adult/July 1st, 2004 to June 30th, 2005
Goodwill Industries of the Valleys, Inc.

Presented to the WDB for consideration June 11, 2004

Contract Recommendation July 1st, 2004 to June 30th, 2005

Scope of Services

- A. Design and implement a delivery system to provide services to adults at all three designated Area III Workforce Centers. Services are to be available at the workforce centers in Roanoke and Covington at all times during operating hours, a minimum of twenty hours per week at the workforce center in Rocky Mount. Services to be included in the delivery system are:
1. The ten mandatory self-service and informational core services as defined in WIA Policy Number 00-6 Attachment A, paragraph B, and mandatory staff-assisted core services as defined in WIA Policy Number 00-6 Attachment A, paragraph C to all referred individuals through local one-stop service delivery systems having no requirements for participant registration, eligibility, qualification or prioritization of service.
 2. Eligibility determination for intensive and training services following the guidelines of current WIA law.
 3. Intensive services as described in WIA Section 134 (d) (3) (C).
 4. Training services as described in WIA Section 134 (d) (4) (D).
- B. Service delivery will be implemented as outlined in Addendum A (Project Summary) and Addendum B (Project Narrative). Services will include, but not be limited to the following:
1. Promote a successful job search by providing customers with six hours of class instruction in the following modules:
 - a) Identification of Skills
 - b) Goal Setting
 - c) Completing Job Applications
 - d) Job Search Techniques
 - e) Effective Job Interviewing Strategies
 - f) Resumes and Cover Letters

Students will be provided a copy of each module for continued reference.

2. Ensure that all participants are aware of continued job search assistance by staff case managers, including job search assistance in the resource room at each of the workforce centers, with exposure to up-to-date job postings on the agency job board and resource

materials such as the Roanoke Times Employment Weekly and the Blue Ridge Employment Weekly.

3. Screen Adult participants to determine program eligibility based on WIA criteria as follows:
 - a) Citizenship
 - b) Selective Service Registration
 - c) Economically disadvantaged

A Preliminary Application Form will be utilized to screen for potential eligibility. The case managers will then secure appropriate documentation to identify compliance with WIA requirements.

4. Utilize the following tools to assess Adult participant skills and abilities:
 - a) Test of Adult Basic Education
 - b) Individual Service Strategy Assessment
 - c) Career Aptitude Placement Survey (CAPS)
 - d) Career Occupational Preference System Interest Inventory (COPS)
5. Utilize the following resources to determine which careers are needed in the future.
 - a) Virginia Employment Commission Industry and Occupational Employment Projections 1996- 2006
 - b) Dahlstrom&Company The Job Outlook 1998-2008
 - c) Other researched sources.
6. Provide Case Management for eligible adult program participants by staff upon enrollment and throughout participation in the program to insure barriers to successful completion of the program are addressed. Case management will include but not be limited to:
 - a) Assessment
 - b) Development of Individual Employment Plan
 - c) Monitor Compliance with IEP
 - d) Provide Access to Training Services
 - e) Counseling (personal, academic, career and employment)
 - f) Job Placement
 - g) Follow-Up and Retention
7. Provide work experience for participants in need of developing good work habits such as arriving on time for work, following work instructions, teamwork, etc. Work experience will be provided at public and private non-profit organizations. Develop working relationships with organizations to provide work experience for participants as needed.
8. Offer educational and occupational training resources utilizing the state-wide Training Providers List provided through the Virginia Workforce Network.
9. Recruit employers that qualify for On-the-Job training according to the On the Job Training Policy and Procedure approved by the Western Virginia Workforce Development Board.

10. Obtain or provide the following supportive services to customers when needed to ensure their success in the program:

- a) Testing and licensure fees
- b) Work clothing required for specific jobs
- c) Eye exams and glasses
- d) Health insurance and immunizations as required by training providers
- e) CPR and First Aid as required by training providers
- f) Emergency payments to address barriers such as rent payments to avoid eviction
- g) Credit and mental health counseling
- h) Childcare
- i) Transportation

WIA funds are only to be used for supportive services when other resources are not available to the participant.

11. Provide customized training to employers

12. Provide post employment retention counseling and services by case managers to insure that participants continue to work. When barriers threaten continued employment, supportive services are to be provided.

13. Assign a case manager to staff the workforce centers in Covington, Roanoke and Rocky Mount during all hours of operation and at satellite locations in Botetourt County, Salem, and Craig County on a part-time basis as needed.

14. Provide core services to individuals; maintain a listing of individuals who receive staff-assisted core services, and report core service numbers and outcomes on a monthly basis. Core services will include but not be limited to:

- a) Self-service informational services such as job vacancy listings, job search training, determination of eligibility, labor market information, and resume assistance
- b) Staff-assisted services to include job counseling and job placement.

15. Provide intensive and/or training services to a minimum of 120 new participants, in addition to any participants currently enrolled in WDB adult programs. Intensive services will include but are not limited to:

- a) Assessment of Skill Level and Service Needs
- b) Case Management
- c) Development of Individual Employment Plan
- d) Career Planning

16. Ensure non-duplication of services using WIA Client Processing procedures approved by the WDB.

17. Customers will be exited from the program based on the following criteria:

- a) To achieve performance
- b) Completion of Service according to the Individual Employment Plan
- c) Obtained Employment
- d) Death/ Incarceration.

18. Exceptions for use of ITA's for Training Services will be limited to:

- a) On-the-Job Training
- b) Customized Training

C. Marketing

1. All brochures and marketing materials will be submitted to the Executive Director for approval prior to printing.
2. All marketing materials will include the Virginia Workforce Network logo.
3. Brochures will be distributed at the following locations, in addition to any other locations suggested by the Executive Director or the Board.
 - a) One-Stop Centers and Satellites
 - b) Job Fairs
 - c) Employers
 - d) Social Service Agencies
 - e) Training Provider Locations
 - f) Public Libraries
4. Press releases will be distributed to the following print and broadcast media on a regular basis. Distribution of news releases will be followed up with phone calls to cultivate relationships with appropriate media employees and to improve frequency of publication.
 - a) Cultivate and maintain working relationships with a minimum of fifty employers
 1. Labor market information will be maintained at all sites to ensure employer needs are being met.
 2. Goodwill has established 20 worksites in PY03 and will establish up to 20 additional sites.
 3. Informational presentations at employer advisory meetings, civic organizations, and related employer groups.
 4. Assessment of industries predicted to grow in Area III.
 5. Provide occupational skills training and OJT training to meet Area III employer needs.
5. Strategies to improve marketing and community outreach
 - a) Goodwill will continue to maintain relationship with all area agencies and provide case management, when required, on site.
 - b. Local newspapers, television, and public radio stations will be contacted for PSAs
 - c. Public Housing case management will be strengthened (example: Roanoke Redevelopment & Housing Authority MOU)

Current:

PY03 Program funding: \$225,000

Committed to serve: 120 participants plus carry-overs

Status: Have served 187 participants/122 exited/146 carry-overs to date

Average cost per participant: \$797

PY03 Accomplishments:

- Goodwill has complied with the PY03 contract Scope of Services.
- All participants have received core services and found eligible for intensive and training services.

- All enrollees have received in-depth guidance and counseling.
- All participants have been assessed to determine skill and interest levels.
- Nine adults, with multiple barriers have been provided work experience or internships.
- Forty-eight adults are enrolled in occupational skills training.
- Of those in training, twenty-three are receiving supportive services and two are receiving needs based payments.
- All training has been coordinated with skill levels and labor market information.
- Adult basic education has been provided as needed.
- All exited adults are receiving follow-up services.
- Initiated approval of the Work Readiness Board Certified Credential.
- Program monitoring found that the Adult Program is being operated in accordance with required regulations, policies, and procedures.

Recommended:

PY04 Program funding: \$302,697

Committed to serve: 145 participants plus carryovers

Additional commitments:

- Before July 1, 2004, meet with each Chief Local Elected Official to specifically outline Goodwill's Plan of Operation for their municipality.
- Monthly reporting to WDB Staff tied directly to contract requirements and VWN system, to include reporting of PY03 Carryover Expenditures.
- Bi-Monthly Reporting to WDB at Board Meetings.