



Expanding CalFresh Employment & Training through Fresh Success

County Welfare Directors Association of California
Annual Conference

October 16, 2019, 3:45-5:00 pm

Panel Members and Overview

- **Tanya Garbolino**
 - Manager, Fresh Success
 - Foundation for California Community Colleges

- **Roseann Berthron-Arechiga**
 - CalFresh Employment & Training Program Coordinator
 - County of Santa Clara

- **Annette Gutierrez**
 - Supervisor, CalWORKS, Fresh Success & Food Pantry
 - Gavilan College

CalFresh E&T overview

- Helps CalFresh participants gain skills, training, or work experience to increase their ability to obtain regular employment that leads to economic self-sufficiency.
- Voluntary program for CalFresh participants

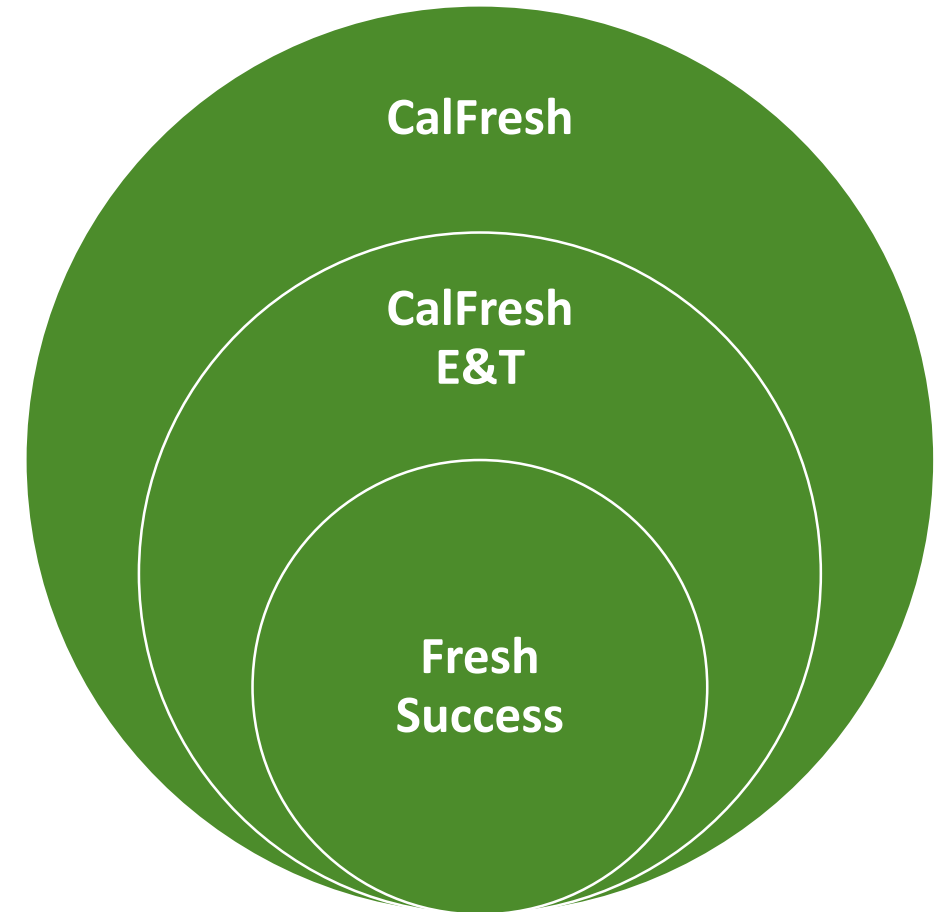


CalFresh E&T overview

- Counties that offer E&T receive 100% funds
- 50-50 reimbursement funds also available
- Possible approaches
 - County-led E&T services
 - County contracted services
 - Third-party providers

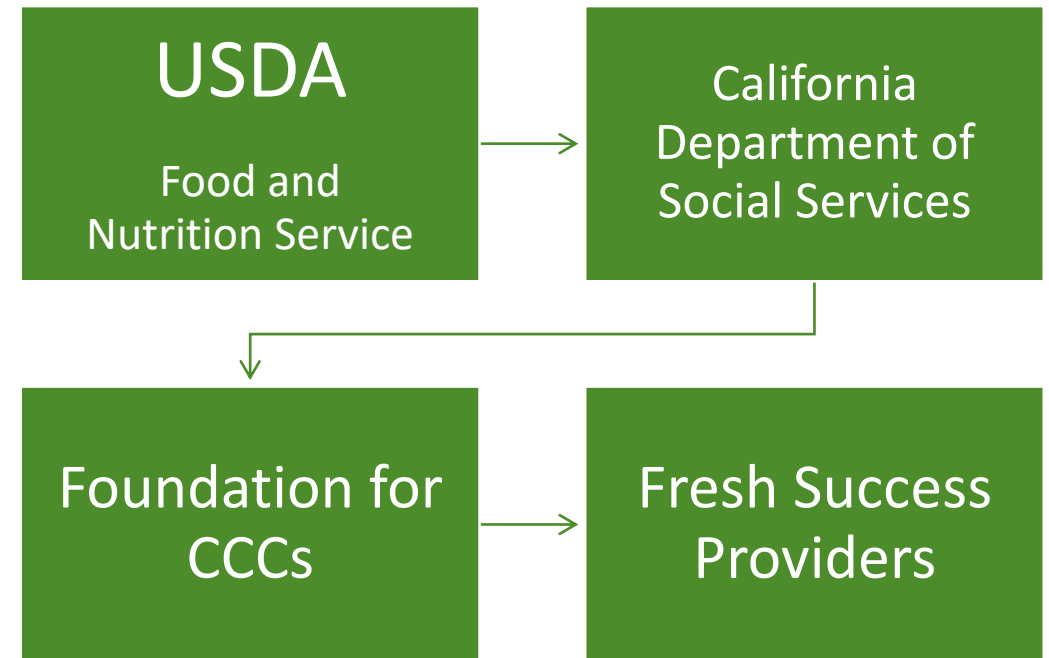
What is Fresh Success?

- Operated by the Foundation for California Community Colleges
- Supports colleges and community-based organizations in starting and operating third-party CalFresh Employment & Training programs
- Coordinated with County CalFresh agencies



How is Fresh Success funded?

- Funded through E&T 50:50 funds
- Uses Provider funding for non-federal share
- All finances handled through the Foundation



How is Fresh Success different?

Under a typical model, the County

- Subcontracts with provider and manages finances
- Identifies and recruits providers
- Includes provider detail in County E&T Plan
- Provides training and technical assistance to providers
- Monitors provider performance

Under Fresh Success, the Foundation will

- Contract with providers and issue reimbursement payments
- Identify and recruit providers in collaboration with county
- Develop and obtain approval for providers in annual Fresh Success E&T Plan
- Provide onboarding and ongoing training and technical assistance to providers and county
- Monitor provider performance and be subject to provider review by CDSS

What is the County's role?

- Refer clients to Fresh Success, as appropriate
- Receive reverse referrals from Fresh Success
- Support provider in confirming E&T eligibility of participants (initial and ongoing)
- Include Fresh Success data in quarterly STAT 47 report
- Execute data-sharing MOU with Fresh Success provider

What is the Provider's role?

- E&T assessment
- Services
- Administration
- Fiscal documentation
- Coordination with County
- Data collection and reporting



What services are offered through Fresh Success?

Community college-based education programs

- Basic Skills
- English Language Learning
- High School Equivalency
- Career Education



What services are offered through Fresh Success?





Community-based organization programs

- Supervised Job Search
- Work Experience
- On-the-Job Training
- Education/Vocational Training
- Job Retention
- *Subsidized Employment – Pending federal guidance*



Fresh Success County Partners





FFY 2016

-  Fresh Success Partner
-  E&T County not currently partnering with Fresh Success
-  County does not offer E&T
-  Community College Partner(s)



Fresh Success County Partners

FFY 2017

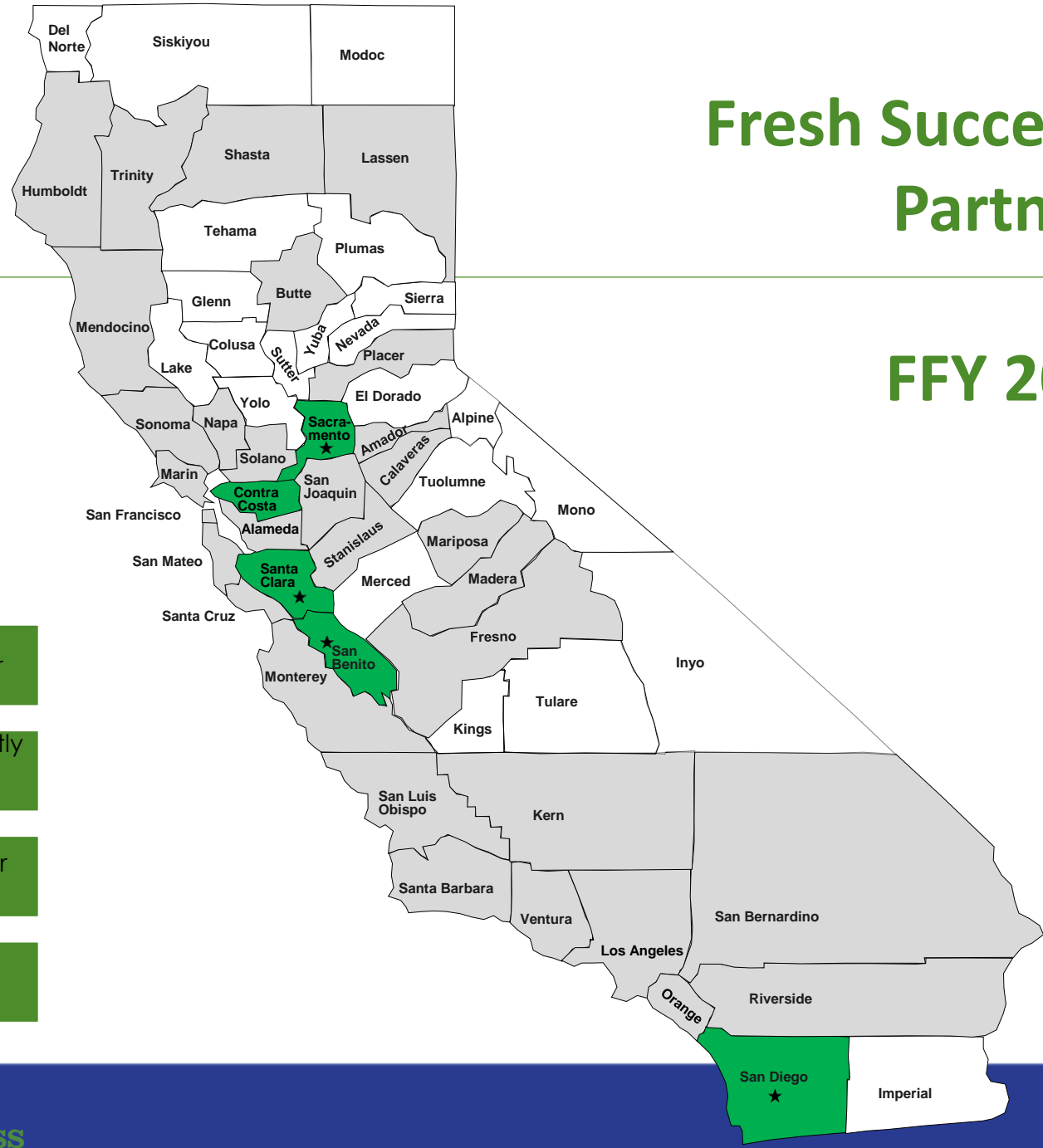
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Fresh Success County Partners



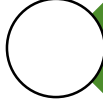

FFY 2018

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Fresh Success County Partners

FFY 2019

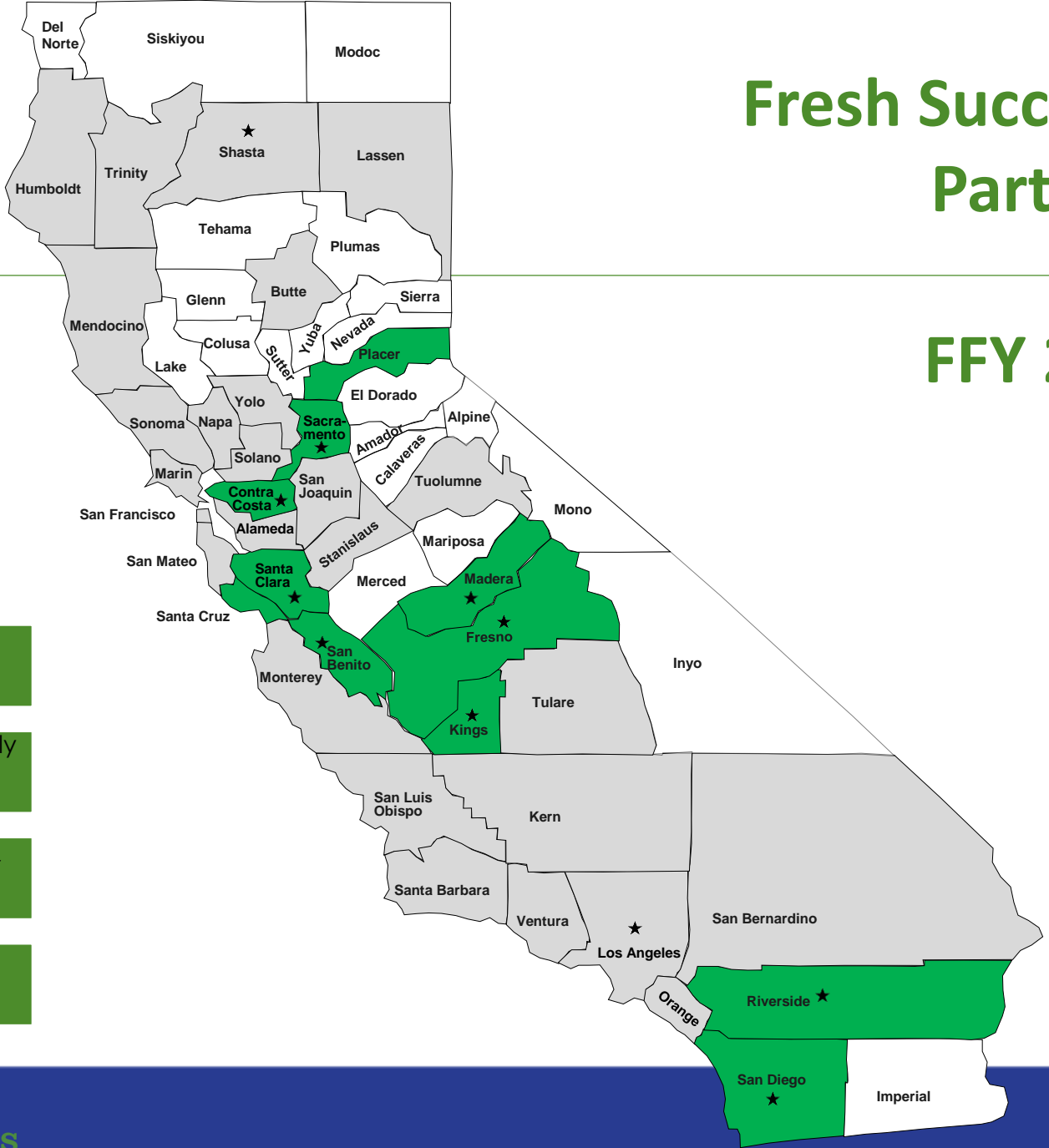
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Fresh Success County Partners

FFY 2020

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Fresh Success Provider Partners



Coming Soon

Community Action Board
of Santa Cruz County, Inc.

County Perspectives on CalFresh E&T and Fresh Success

Roseann Berthron-Arechiga

**CalFresh Employment & Training (CFET)
Coordinator**

County of Santa Clara



Santa Clara County CFET Program

We administer the CFET program in two ways:

- Internally by County Employment Counselors, and
- Externally in partnership CBOs also know as **Third-Party Partners**

Internal CFET Program

- Goal is to increase the employment & earning capacity of CalFresh participants
- Provide an individualized case management and a plan that will also meet program work requirements

Target populations:

- GA/CF recipients deemed employable
- CF ABAWDs



Internal CFET Program

Components Provided:

- Supervised Job Search
- Workfare
- Job Retention
- Refer to Vocational Training & Education programs

Support Services Provided

- Transportation
- Work Clothes and/or Safety Equipment

Who are our Third-Party Partners?

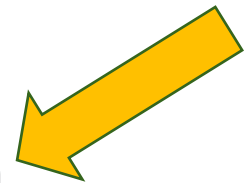
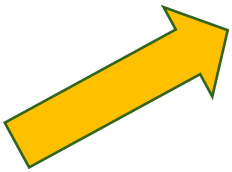


- Gavilan College via Fresh Success
- Goodwill of Silicon Valley
- Sacred Heart Community Service
- Working Partnerships USA
- Center for Employment Opportunities
- San Jose Conservation Corp
- Downtown Streets Team

CFET Marketing

- County Staff
- Third Party Partners
- CFET Brochures
- Please check out the CFET webpage at:

<http://www.sccgov.org/sites/ssa/debs/Pages/cfet.aspx>



Why consider growing your CFET program?

- Current labor market demands educated and skilled workers
- CFET participants gain skills, training & work experience
- Increase employability that leads to economic self sufficiency
- CFET components meet work requirements for ABAWD & GA

Why consider growing your CFET program?

- Federal funding is available to operate your CFET program
- Increase funding & capacity of existing employment & training programs



Why partner with Fresh Success?

- Expands Employment & Training options within the county
- Reduced county workload as compared with direct contracting
- Foundation for California Community Colleges has primary responsibility for contracting with and overseeing provider agencies and maintaining E&T expertise

Third-party partners to consider

- Community-Based Organizations
- Vocational Training Centers
- Adult Education Providers
- Community Colleges



Community Colleges as E&T Providers

Annette Gutierrez

Supervisor, CalWORKs, Fresh Success & Food Pantry

Gavilan College

Community Colleges as E&T Providers

- California's community college system is the largest provider of workforce training in the nation
 - 2.1 million students
 - 115 colleges

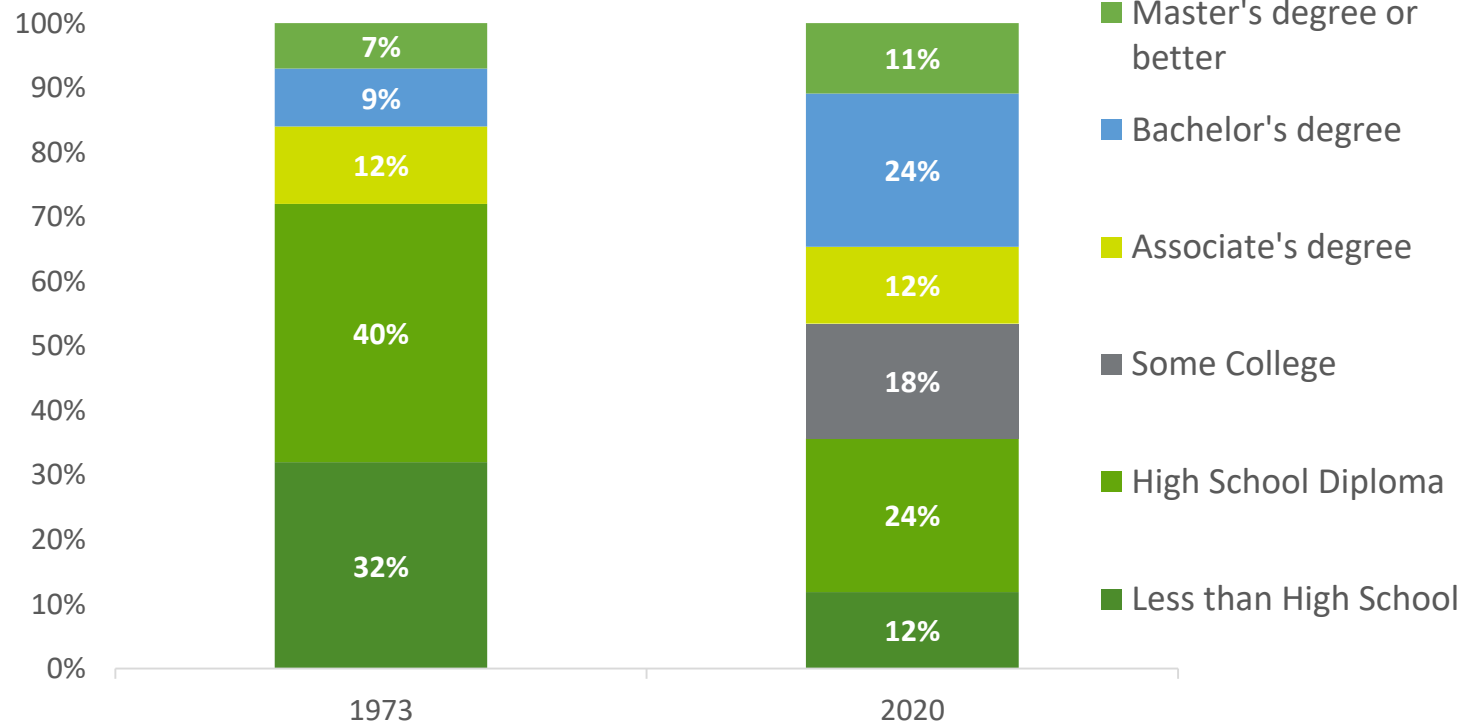


Community Colleges' Influence on Economic Mobility

Attending or graduating from a California Community College nearly doubles your chance of finding a job compared to those who failed to complete high school.

Students earning a degree or certificate from a California community college nearly double their earnings within three years.

Middle-class Job Requirements



Five Ways that Pay, 2012, Georgetown Center on Education and the Workforce.

Gavilan College Fresh Success

- Improves skills for unemployed and low-wage workers
- Assists to increase participation in CalFresh
- Exempts participating students from work rule
- Provides a path from poverty
- Provides eligible students with educational support

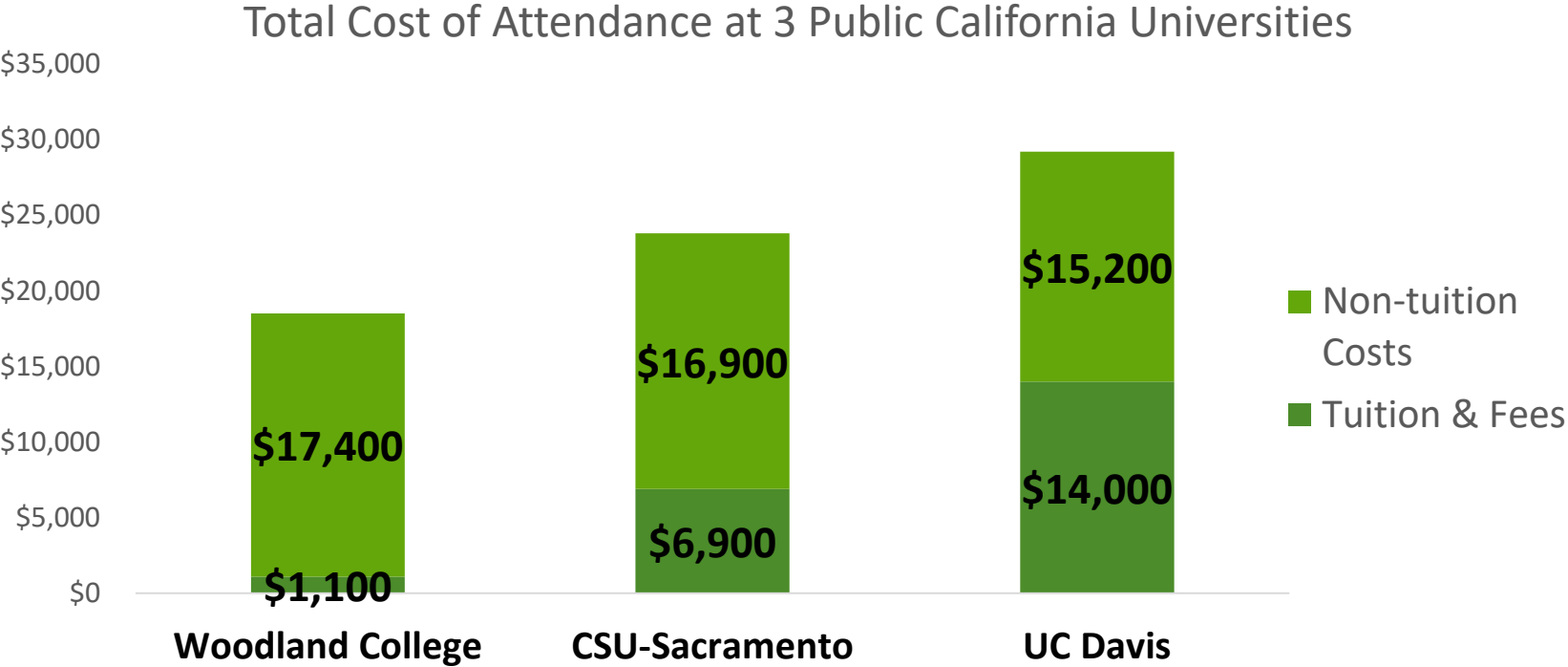


Fresh Success Services

- Assess for barriers
- Educational plan development
- Student Success Workshops
- Job Readiness
- Resource Brokerage and Referrals
- CalFresh Application & Renewal Assistance



Low-Income CCC students struggle with non-tuition costs



the institute for
college
access & success
<https://ticas.org/>

Data source: U.S. Department of Education, National Postsecondary Student Aid Study, 2008

Fresh Success Services

- Textbook vouchers
- Transportation Assistance
- Parking Permits
- Rental Assistance (up to one month rent)
- PG&E & Vehicle Repair Assistance (up to \$250)
- Ancillary (i.e. tools, materials, uniforms, etc.)





How can counties partner with Fresh Success?

Contact Fresh Success staff. We will:

- Discuss recruitment strategy, priorities, and timing with you
- Recruit potential Fresh Success providers
- Obtain state and federal approval through the E&T Plan (County will add Fresh Success as a partner in the County Plan)
- Contract with provider(s) and lead training and technical assistance
- Facilitate partnership between the provider(s) and county



Questions?

Contact Information

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Fresh Success in Action

