

San Benito County Community Services & Workforce Development

Enrique Arreola, Deputy Director



Leveraging Resources Through Partnerships

Maximize Efficiency
October 15, 2015

Essential Elements

Plan Early

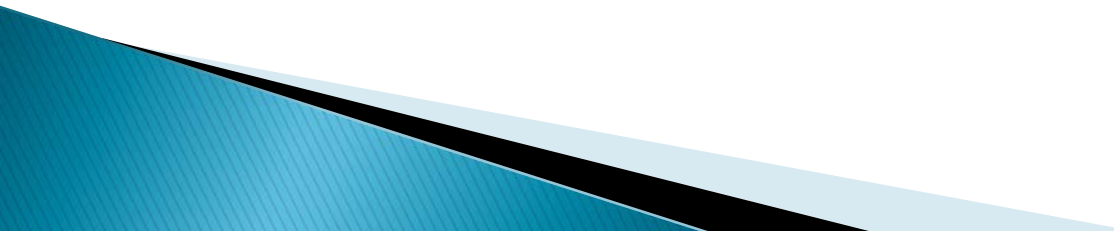
Leverage Resources

Volunteer Recruitment & Trainings

Establish Partner Commitments

Marketing of the VITA and EITC

2015 Outcomes



Plan Early

- August–Sep: Planning Meetings
- September–Oct: Recruitment of Volunteers
Train the Trainers
- November: Site MOU's
- October–Nov.: Partner Commitments
- Sep & On–going: Marketing & Outreach
- November–Dec: Training/Certification
- February 1st: Kick–off the Program



Leverage Resources

Community Action Agency (CAA)

- \$68K grant – CSBG for the purchase of equipment, staff support and supplies.
- Commitment of the CAB and staff
- Full support from Health & Human Services Agency

Partners

- Partner site resources such as rooms for tax preparation, staff support for marketing



WEX & Subsidized Employment

CalWORKs and Work Innovation & Opportunity Act (WIOA)

-Work Experience Program

- a. Volunteer training through CalWORKs
- b. Subsidized training through WIOA

-Subsidized Program:

- a. Short term hiring with VITA
- b. Paid directly to clients/tax preparers
- c. Leverage resources through other means
- d. Placement in a different work site at the conclusion of the program
- e. Career Pathway opportunity



Volunteer Recruitment & Training

Recruitment:

- Returning Volunteers
- Word of Mouth
- Social Media
- Local College
- Hollister Freelance: Local Newspaper
- Recruitment Flyers
- Email Blasts
- Websites
- Public Service Announcements



Training:

- IRS Lead
- Evenings and/or Weekends
- Tax Preparer Certification
- Advanced Certification
- Adequate training room and appropriate equipment

Partner Commitments

Community Action Agency (CAA)

IRS

Health & Human Services Agency

San Benito County Food Bank

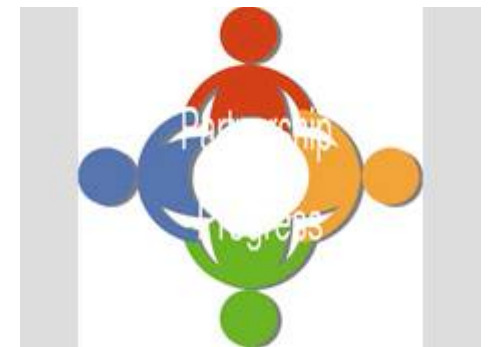
Apartment Complexes

Hollister Elementary School District

Tres Pinos Elementary School District

Aromas Grange

San Juan Bautista Food Pantry



Marketing of VITA & EITC

BenitoLINK: Online media–Free

Local College: Free

Social Media–Free

Hollister Freelance: Local Newspaper–Free

Flyers–Minimal

Email Blasts–Free

Movie Theatres–Free

Grocery stores–Free

Apartment Complexes–Free

School Districts–Free

Websites–Free

Public Service Announcements–Free

Banners in visible high traffic areas–Minimal Cost



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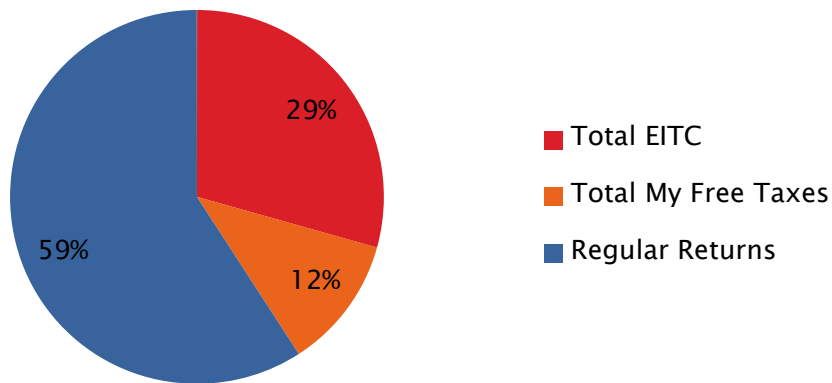
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2015 Outcomes

Total Returns: 235



Total Refund: \$262,845

