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

Diagram:

- USDA Food and Nutrition Service
- California Department of Social Services
- Foundation for CCCs
- Fresh Success Providers
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

- 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 2019

- 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 2020

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

GAVILAN COLLEGE

SOUTHWESTERN COLLEGE

COSUMNES RIVER COLLEGE

RUBICON PROGRAMS

OPPORTUNITY JUNCTION

ON THE ROAD TO SELF-SUFFICIENCY

Coming Soon

Community Action Board
of Santa Cruz County, Inc.
County Perspectives on CalFresh E&T and Fresh Success

Roseann Berthon-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

- **Master's degree or better**: 11%
- **Bachelor's degree**: 24%
- **Associate's degree**: 12%
- **Some College**: 18%
- **High School Diploma**: 24%
- **Less than High School**: 12%

*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

Total Cost of Attendance at 3 Public California Universities

- **Woodland College**: $1100 (Non-tuition Costs) + $17,400 (Tuition & Fees) = $18,500
- **CSU-Sacramento**: $6900 (Non-tuition Costs) + $16,900 (Tuition & Fees) = $23,800
- **UC Davis**: $14,000 (Non-tuition Costs) + $15,200 (Tuition & Fees) = $29,200

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