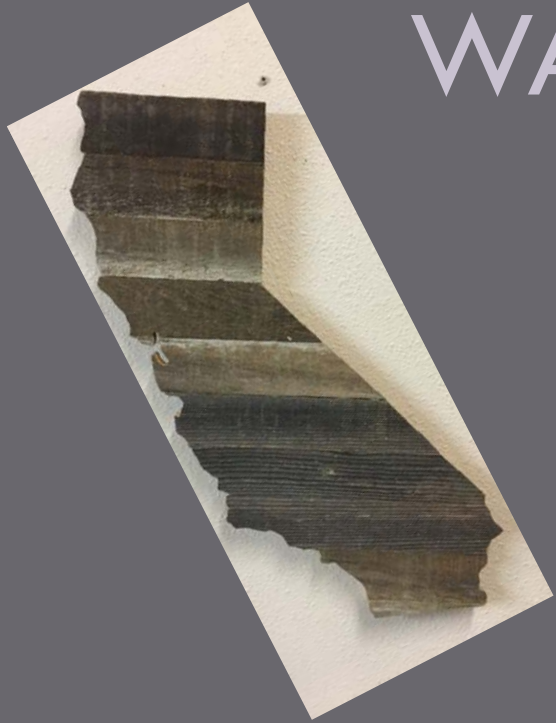


BUILDING WORKERS

WASHINGTON STREET PRODUCTIONS



Amanda Sharp, Director, Tehama County DSS

Tara Loucks-Shepherd, Program Manager, Tehama County DSS

Cheryl Carter, Program Supervisor, Job Training Center

California Welfare Directors Association Conference: October 5, 2017

Introductions & House Keeping

- Presenters
- Presentation Materials
- Raffle





Washington Street Productions

California State Association of Counties - 2016 Challenge Award Winner

Context

- Established with AB 98 and AB 74 programs in place
- Originally seeking a way to target the E2Lite list
 - Improve WPR
- Idea originated with the convening through CWDA for ESE-AB 74
 - Fiscal
 - Program
- One county discussed targeting the E2Lite list as a strategy

The Plan

- Internal CalWORKs Employment Services staff developed initial plan ideas
- Met with WIOA partner to brainstorm and request feedback
- Initially, met resistance with the terms of the contract
- RFP: Plan was presented during the next round of RFP's



The Partner

- Job Training Center, a NorTEC WIOA partner
- Negotiated within their own insurance and legal processes to make sure they could accommodate our criteria for hiring
- Changed their payday schedules
- Suggested integrating behavior modification in the work environment

The Project

- ❑ No drug tests
- ❑ Payday on a day that incentivizes attendance
- ❑ Regular small “wins” and “rewards”
- ❑ Everyone can be invited back to work after a poor day on the job
- ❑ Encouragement – behavior modification – support

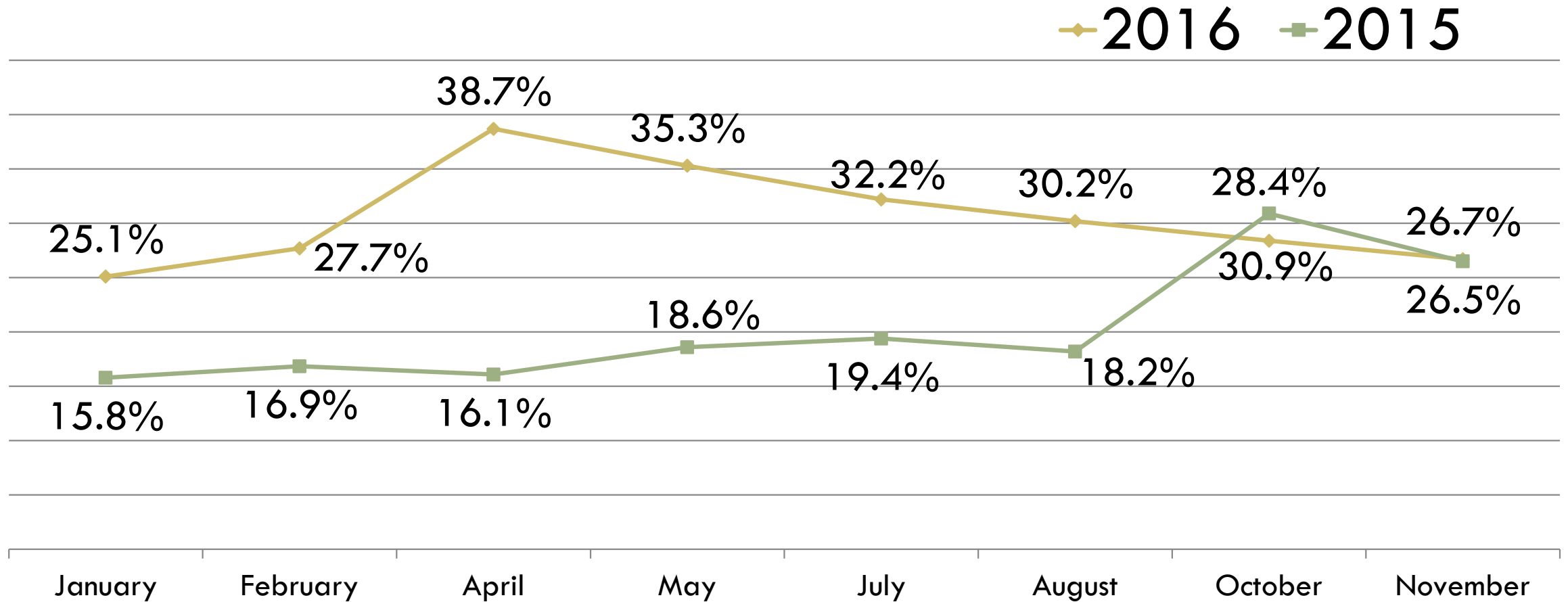


The Project

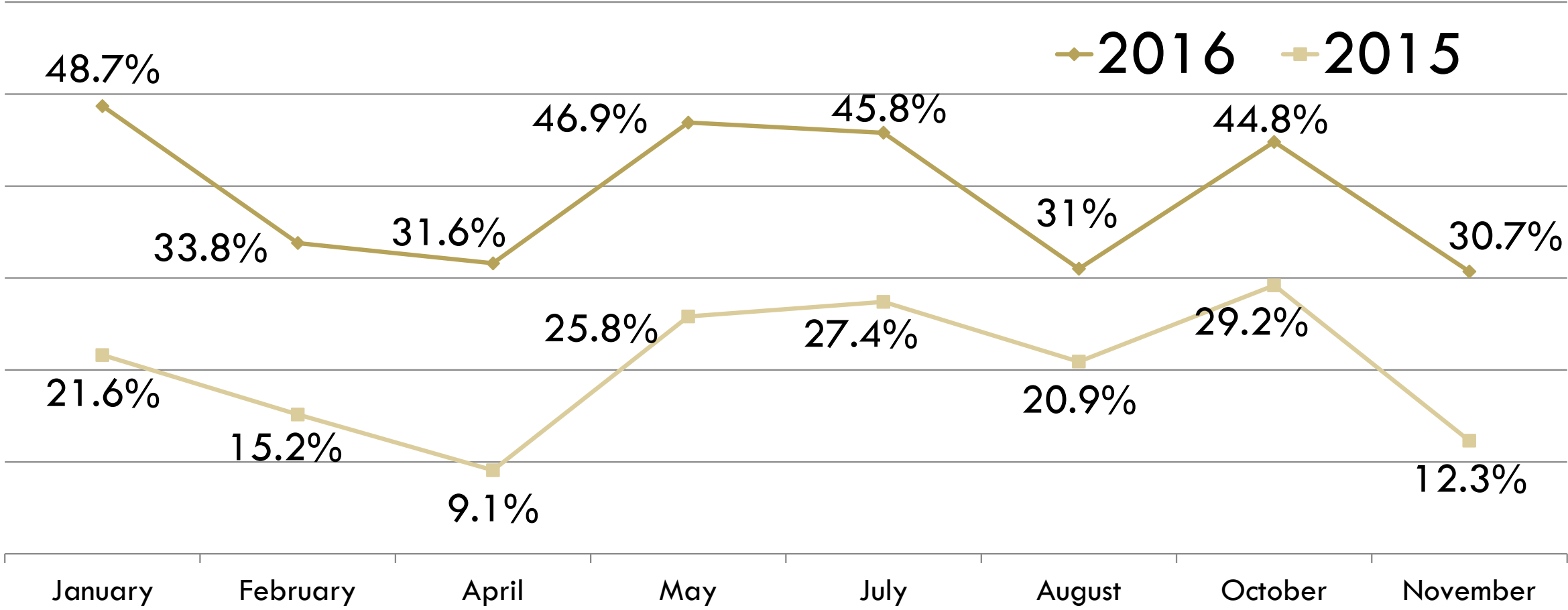
- Employment Training Workers (ETWs) “work” the E2Lite list
 - 2-4 day turn around
- 30 days, 40 hours per week
- More than minimum wage
- Meaningful and productive work

- No drug testing? And you let them use power tools?
 - Use the long term SE program to promote 30 day workers to “leads” who are drug tested and can operate machinery

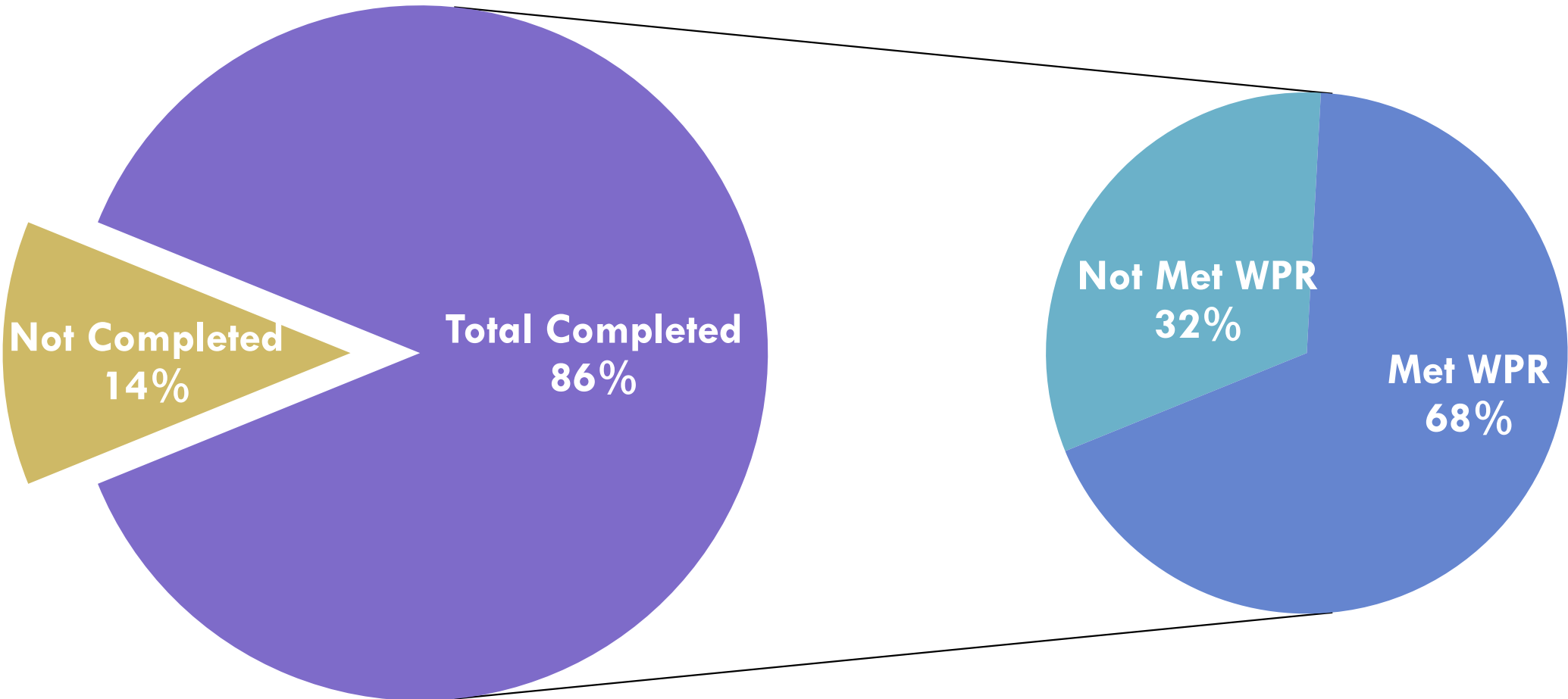
The Results - All Family - WPR Comparison



The Results - Two Parent - WPR Comparison



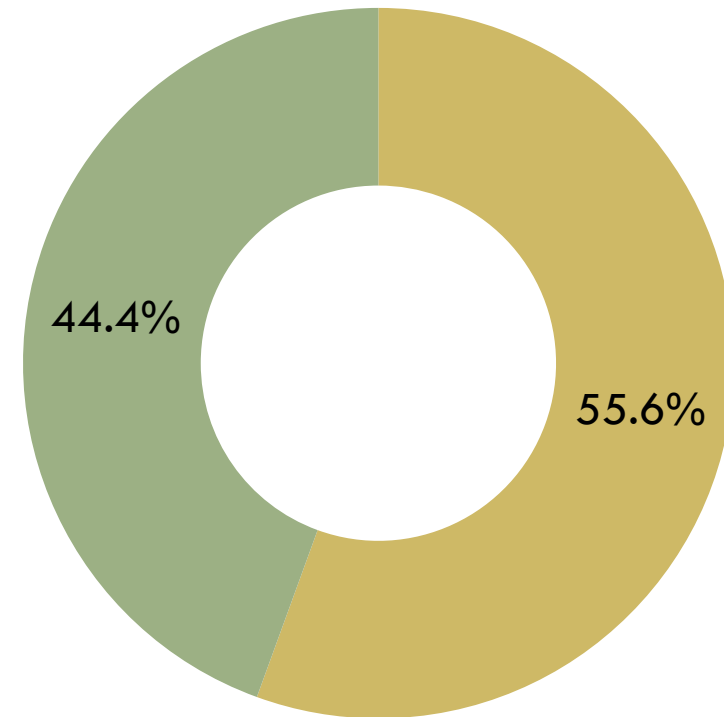
The Results - Internal WPR Impacts



Results - Summary

- WPR Impacts
- WPR Participant Data
- Other Data
 - Referrals
 - Completion Rates
 - Post Employment Data
 - Off Aid
- Future of Data Collection

SE vs UE Comparison



■ % in SE after completion ■ % in UE after completion

Changing Need

Before

- WPR focus
- CalWORKs 1.0
 - Achieve hours
 - Unanticipated income
 - Short term
 - Not repeating

Now

- High Barrier participants
- CalWORKs 2.0
 - Engaging long term sanctioned cases
 - DV, School, Cure Sanctions
 - “Meet them where they are at”
 - Inevitable some will be re-pulled for the E2Lite sample

Customers

then

- Primarily for the money
 - Unanticipated income
- Cohort, support, behavior changes
- Participants ask to go back

now

- Primarily for the money
 - Unanticipated income
 - PILOT → Home visits (3 mo.)
 - Want to go back
 - Engagement, unsubsidized work

Community Impacts

- County Board of Supervisors
- Rotary, Chamber, Patriots
- CSAC Challenge Award 2016
- Job Training Center
- Partnership
- Word of Mouth! Sales are Great!



Agency

Branch impacts

- Increased engagement
- Reengagement
 - Engagement in BH, school or work
- Opportunity for a different type of interaction

Program impacts

- Provides customers another way to share their needs
 - Not a Government Office
 - Working side by side with others
 - Professional behavior modification specialist as a coach

The Challenge

- Provide 30 days of meaningful work
- Workers with unknown experience and skill set
- No drug screening
- Limited Budget for materials and supplies

JTC's Response: Washington St. Productions

- ❑ Existing shop space, tools and equipment
- ❑ Previous experience operating work crews
- ❑ Understanding of workplace expectations
- ❑ Took advantage of DIY, Pinterest, refurbishing trend
- ❑ Sources for donated materials

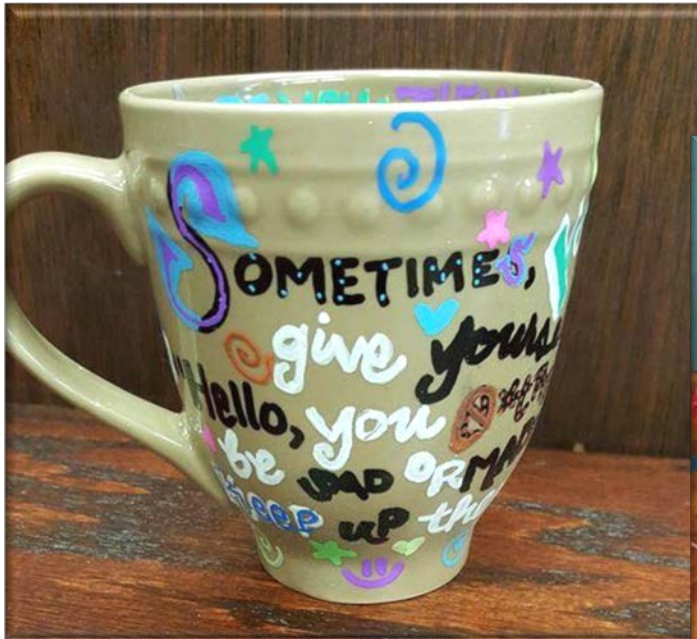
What We Make





Where we started:

“Create Your Own Space”



Where we are today:

“Directed Work”



Directed Work

- Teach primary techniques
- Set guidelines and expectations
- Safety training
- Practice and repeat

Staffing For 10-15 Participants

- Program Supervisor: Full-time
- Program Assistant: Part-time
- 2-4 Lead Production Workers: Full-time; 6 months ESE

Lead Production Worker Roles



- Use saw and power tools
- Assist with completion
- Build projects
- Teach techniques
- Role models



Employment Structure

- Employer of record – Job Training Center
- New group each month starting on 1st of month
- 30 days of employment; 40 hrs week
- Paid weekly
- 2 months on; 1 month off

Open House Sale

- Merchandising
- Advertising
- Pricing
- Sales and the future
- Open House



Washington St. Productions

OPEN HOUSE

SALE

July

26th, 27th, 28th

8am - 4pm

We are located behind the Bank of America

946 Washington St., Red Bluff Ca. 96080

Phone: 530-690-5653



A Job Training Center Program
JOB TRAINING CENTER WORKFORCE SOLUTIONS
A proud partner of America's Job Center of California™



Program Development

Initial Concerns

- Artistic ability
- Resistance
- Engagement

Reality

- Therapeutic
- Calming
- Esteem Building

Challenges

- Hard skills vs soft skills
- Getting a job vs keeping a job

Behavior Modification

- Program Supervisor with training and experience
- Access to BCBA (Board Certified Behavior Analyst) for program design

Evidence Based

- Psychologist B.F. Skinner
- Behavior can be modified by consequences and through reinforcement.
- Goal of behavior modification, replace undesirable behaviors with acceptable ones
- ABCs (Antecedent, Behavior, Consequence)

Behavior Modification VS Work First

Behavior Modification (CalWORKs 2.0)

- Ask and explore issues
- Mistakes = Teaching opportunities
- Help identify true issues and services needed
- Increased engagement and participation
- Tap into self motivation
- Longer term impact on behaviors

Work First (CalWORKs 1.0)

- No excuses allowed
- Reprimands, warnings, termination
- Participation wanes
- Motivation declines
- Little to no change in behavior

Recognizing The Real Issues

Misconceptions

- ❑ Doesn't want to work, using system, no initiative, etc.

Actual Findings

- ❑ Undisclosed crisis and issues
- ❑ Fears
- ❑ Anxiety/Mental Health
- ❑ Low self esteem/self worth
- ❑ DV
- ❑ Trauma
- ❑ Homeless



Day to Day Strategies

- Individual feedback sessions
- Finding or creating teachable moments
- Positive Reinforcement; incentives for work appropriate behaviors; variable schedule
- Social Recognition; set schedule



Collaboration

- Open communication with ETWs and Family Stabilization Staff
- Client successes
- Identified barriers
- Provides a Support Team



Contact Information

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