



**national
healthy marriage
resource center**

November 2010 Webinar Transcript

Partnering with Employment Programs to Help Healthy Marriage Grantees: What's Working?

Moderator: Rich Batten
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12:00 pm CT

Operator: Good day and welcome to the National Healthy Marriage Resource Center's November Webinar and conference call. This conference call is being recorded.

At this time, I would like to turn the conference over to Mr. Rich Batten. Please go ahead, sir.

Rich Batten: Thank you. Good afternoon and my welcome to you from the National Healthy Marriage Resource Center September 2010 Webinar - September - is this September? I lost a month. November Webinar - entitled "Partnering with Employment Programs to Help Healthy Marriage Grantees: What's Working?" My name, as was mentioned, is Rich Batten, and I'm the NHMRC Program Manager, and will facilitate today's Webinar.

I wanted to give a special acknowledgement and welcome to the Fatherhood Grantees that are joining us this afternoon or morning, depending on what part of the country you're in. We are glad to have your participation.

Joblessness is known to be a major stressor to marriages, and a factor that interferes with healthy parental involvement in children's lives. Today's Webinar explores how healthy marriage programs are coordinating with employment programs to help their clients find jobs. Programs to be featured are those that actively coordinate with jobs programs or have been awarded grants to provide employment services themselves through the Workforce Investment Act, or WIA.

Today's presenters will focus on how these partnerships were established, how they work best, and the benefits of offering such services for participants of Healthy Marriage and Fatherhood programs.

Presenters today include Sue Liu, Senior Policy Advisor at the Department of Labor Employment and Training Administration; Debby Kratky, Director of the Capacity Building and Training for Workforce Solutions for Tarrant County - that would be Tarrant County Workforce Development Board in Texas; Carolyn Seward, Chief Operating Officer of Better Family Life; and Mary Bell, TANF Liaison at St. Louis Agency on Training and Employment, who is partners and works with Carolyn there with Better Family Life in St. Louis.

We have a few housekeeping notes before we get started. This Webinar is being recorded. The recording and all presentation materials, including the Q&A session at the end of this seminar - or Webinar will be posted on the NHMRC Web site within seven to nine business days following today's presentation. With the Webinar technology, you'll be able to submit questions during each presentation. And as a brief 101, Jill Scollan will provide a few pointers to remind everyone how you can submit a question. Jill, go ahead.

Jillian Scollan: Thank you very much, Rich and hello everyone. I would like to direct your attention to the demonstration slide that's currently displayed on your screen. You should find the Questions and Answer pane designated by the letters Q&A at the top left portion of your screen. You can either click on that portion of the Menu Bar to open the pane, or you can open and then drag the pane off the Menu Bar to display it as a standalone box.

To ask a question this afternoon, we request that you type your question into the top box and then click the Ask button. You will automatically receive a reply thanking you for your question and letting you know that your question has been forwarded to the facilitator. This automatic reply frees up your Question and Answer pane allowing you to ask another question if you choose. Thank you very much. Rich.

Rich Batten: Thank you. And at the end of all the presentations, I'll facilitate a 20 to 25 minute Q&A based on the questions that have been submitted. So then, we will - I'll sort through the questions that you've submitted throughout the presentation and ask them to the appropriate presenter.

Well, I'm pleased to welcome our first presenter. Sue Liu is the Senior Policy Advisor with the Department of Labor Employment and Training Administration, and Sue will describe the services provided by Workforce Investment Boards, as well as why WIA, the Workforce Investment Act Grantees, would be interested in partnering with Healthy Marriage Responsible Fatherhood Grantees. Sue.

Sue Liu: Thank you so much, Rich, and a really big thanks to the Department of Health and Human Services Office of Family Assistance, and also to NHMRC for having me on this Webinar. Hi everybody. This is Sue Liu and I am just really thrilled to be here with everybody with the Healthy Marriage and also with our Fatherhood Grantees today to give a big picture view of the Public Workforce system and some of our work at the Employment and Training Administration. And I'm really excited and fortunate that after I talk about more of the bigger picture issues, Debby, Mary, and also Carolyn will share what they've been able to work on and operationalize at their respective organizations.

So one of the biggest principles we operate under within the Workforce Investment Act, what we call WIA, the legislation that authorized the Public Workforce System, is the concept of universal access and the importance of empowering individuals.

And so you know, the partnerships between Fatherhood programs and also Healthy Marriage organizations and the Workforce System is absolutely essential. This connection really helps to ensure that individuals who are adversely impacted because they're unemployed or they're underemployed, you know actually have access to high quality employment and training services.

We know that not having a job can bring additional stress for families and the relationships within these families can be challenging for fathers and for the mothers, and the roles that they play in their children's and their family's lives.

So you know, in terms of creating access to job training through providing services and linking to employment and training services, and the impact that your organizations have in really addressing this demand, especially during this downturn, is so important to helping get folks back to work.

I think you know, when I was asked to do this, you know one of the biggest takeaways just right off the top and - is that you know, for some of you - or for most of you, because you do provide that niche as Healthy Marriage

and also Fatherhood Program Grantees, you do have that niche in serving the needs of culturally diverse and low income populations, many of whom do experience some barriers in accessing training services through the Workforce system. And when I say Public Workforce System, it's the one stop career centers and also the Workforce Investment Boards and the training providers.

And you know, the Public Workforce System would really I think benefit from establishing a strong linkage with you. And in fact, I dare say this is also a win/win, and you know you would probably also benefit from having this strong linkage with the Public Workforce System as well.

So just to step back, for today's presentation there are three things I'd like to cover. One is you know, I would like to provide background on the public workforce system, including the services that are being offered at the one-stop career centers. Two, I would like to talk about the benefits of partnering. And three, I would like to share with you ETAs of grant funding opportunities that are either - that are on its way to being announced.

So okay, good. We have the second slide up, which is the Public Workforce System slide. So at the Department of Labor, we support and administer a federally funded job training and worker dislocation program, or a series of them, and they are authorized through the Workforce Investment Act.

And this is roughly about \$4 billion annually going, you know, and we have funding to states from the Department of Labor. And states subsequently you know fund local areas to provide the education, the training, and other types of employment services, and this is the funding that supports the Public Workforce System.

The money - okay, so I've already talked a little bit about that. I will jump into the State Workforce Investment Boards. So states establish what we call the State Workforce Investment Boards, which are State WIBs, and these are essentially private and public partnerships comprised of a majority of business members - folks who are in the business community, and also led by the business community.

And other members of state WIBs include the Governor and two members of each chamber of the State Legislature, chief elected officials from education and also workforce agencies, labor organizations, community-based faith-based organizations, and community colleges.

And the role of State WIBs is that they're really charged with developing a state strategic plan for their workforce system for the state. And so, they're sort of the entity that advises the Governor and works with the State Workforce Agency to carry out you know, the priorities of the state.

And as you see cascading down is the local Workforce Investment Board, what we call local Boards. And you know, these entities work pretty closely in partnership with locally elected officials. And because they're also appointed by local elected officials, and also based on criteria that's been selected and set by the governor.

And similar to State WIBs, the local WIB members need to be business reps and they need to include

education providers, labor organizations, CVOs, Economic Development Agencies, and also partnering one-stop programs, and these are programs such as adult education, vocational rehab, trade assistance - trade adjustment assistance, job corps programs, community service block grants, TANF food stamps. So the local WIB is really responsible for planning and overseeing the local programs in the local area.

They also have the role of designating the entities and the operators that run the one-stop career centers, and I'll get to that in a minute. They also have you know, a role to play in identifying the eligible providers of training services and a big part in negotiating the performance measures.

So the - now we get to the one-stop career centers. Everything's very decentralized. So around the country, we have about 3000 one-stop career centers, and these are basically centers in which job seekers can access information about and also gain entry into a really wide array of job training, education, and other employment related services.

Job counseling, career guidance, and other supportive services are examples of those. And employers also you know use the one-stops to find skilled workers that are job ready, or to you know get access to some sort of customized training that will meet the, you know, their hiring needs. So that's the one-stop.

And lastly, we have the employment and training service providers. And these, you know, within the Public Workforce System structure, providers are - these are employment and training service providers that are either a community college - not limited to, but CBOs, K-12 type career tech entities, registered apprenticeship programs that you know, provide training to job seekers.

And basically you know at the one-stops, there's information and access on the provision of training and/or referral access to the training that's in the local area. And some of the training may be - include strategy or approaches such as occupational skills training, on-the-job training, and/or job training that's integrated with literacy instruction. So these are just a couple of different examples.

Okay, so I'm going to switch onto the next slide. Okay, so I wanted to sort of dig deeper on the one-stops, because this is where the services are, and this is sort of where the whole partnership really comes to play in terms of providing service delivery for the communities that we're talking about. So one-stops really operate under the dual customer approach. They really are meant to serve both the needs of individuals who are job seeking, but also employers.

And at any location, job seekers you know have access to services and information from all levels, and they range from assessment and career counseling, and this is you know really just assessing somebody's skills, their aptitudes, their abilities, and also their supportive services needs. And you know related to that, they also you know should be able to refer and help customers with their referrals and also access.

And the other thing they do is the job search and placement assistance. So job seekers can access local job training, education, and employment services, including information about what local education and training

service providers offer. And services are actually also provided to participants to help keep their jobs once they've gained employment for retention.

Job openings and labor market information. This includes information on the most up-to-date labor market and job vacancy information. This is information such as skills that are needed for growing industries in the local area or region, and also trending information about local, regional, and national employment trends. Obviously, training is a big part of this, and so occupational training, basic skill training, and on-the-job training is also a service that's being offered.

The other area that's offered is the supportive services, and this includes transportation, child care, you know - and also other income supports like TANF and food stamps to really keep job seekers and encourage them to stay in training. And this obviously is done through a lot of the partnerships and referrals, just because we don't always do, you know, we don't pay for TANF, and TANF has its own structure and funding.

So for employers, the role of one-stops is we help post job vacancies, and there's an ability to publicize you know, this information and also help in recruiting and screening applicants, and sort of helping to identify you know, good applicants that come through that seem appropriate and a good fit.

The other thing they do is they host job fairs and also do onsite interviews for the employers. And the last thing is developing customized training programs based on the very specific needs of each employer, and also the training needs of the different workers.

Okay, so now I wanted to just talk about partnerships a little bit, given this is the focus of the Webinar. Given this one-on-one really quickly on the Public Workforce System, this one I think really captures why it's important to partner with the Workforce System. The Workforce System needs partners and needs linkages with existing programs to really make sure we have a skilled and really competitive workforce.

And we, you know, in our capacity, funding the Public Workforce System, we really tried to model this behavior on the federal level in our working relationships with our sister agencies such as HHS, and with the Department of Education, and also others. And so, we've been doing a lot of that on program implementation, on program guidance, policy, and also on our grant solicitation opportunities.

So obviously from place to place, every Workforce System is a little different, and it's worth really learning more about the nuts and bolts of your local WIBs and also your one-stops.

This includes you know, their dynamics, what they're good at, what they need help with, and seeing how this really overlaps with the needs of your organization, you know including your strengths and what you know, areas that you think could be beneficial to really identify areas for working together.

And so, here's some areas where I think the two could converge and work together in. Number one is the fostering of innovation. I think just in this administration with so much focus on evidence-based practice, you

know there's an interest I really looking at existing programs and what's been done that works, and it would be incredibly innovative, you know, we're looking at that and seeing how this could be adapted in the context for the Public Workforce System.

We've seen this work in different capacities, which has helped serve you know, a larger cohort of individuals with similar barriers and characteristics. The example is with the Adult Education providers who provide a lot of the occupational skills and literacy training, and you know we've had a lot of our one-stops doing that.

I think this is really helpful for the workforce system, because it - as it really relates to targeted populations. We don't always have a niche in this area, so we know that you guys do. And so, this is one area where I think is a good place to start.

The other one is increasing service access. And time and time again you know, we've heard about the niche CBOs and FBOs play in helping participants access services and increase their retention in workforce programs to really make sure employment outcomes are being met and that individual families benefit from prolonged employment and increased earnings. And this is all helped by CBO's efforts in outreach, retention, and recruitment.

And this is really I think a win/win for I think Healthy Marriage and also Responsible Fatherhood Grantees, but also for our grantees in our Workforce System who you know, really need an insider view I think on targeted populations and their communities. And I think for you guys who are fairly knowledgeable about your service population and are some of the biggest advocates for your clients, it's really a win/win.

Forges greater connections. Partnerships enable access and connection to more information in your local areas, and just some examples of that are you know, information on regional data and longer term projections, and obviously information on resources in your local communities, including opportunities with employers and other partners that are available through the Public Workforce System due to you know the structures that are in place already in the one-stops and with the WIB members. And this, you know, sometimes we've seen that this really opens doors for a lot of the partnerships, and it's like a blossoming effect.

And the last one is creating funding opportunities. And you know, everyone really just laughs about this, but this is really, really true. This is really an opportunity to jointly develop, shape, and refine programs and strategies or upcoming funding opportunities, whether it's in DOL or in a different sister agency.

And you know, just speaking for DOL, you will see in all of ETA's funding solicitations some element of partnering. We support training programs that have found recruitment and referral strategies to ensure that the targeted populations really benefit from the grants. We also recognize the importance of really substantive, meaningful partnerships that are just not on paper only. And so, we are always looking for ways to try to build this into our grant solicitations.

Okay. So this really just gets to the next slide, which focuses more on our competitive grant process and

information about upcoming competitions. So I wanted to share with you some of our competitive grants that will be announced in the upcoming months. Eligible applicants will range, but they include CBOs, state agency entities, local WIBs, and community colleges.

And here's -- one, two, three -- there's five different competitions that we've listed here that may be of interest. The first one is the transitional jobs demonstration, and this is really focused on low income, non-custodial fathers and ex-offenders. And because the issues of child support is such a big issue for non-custodial fathers and also potentially ex-offenders, you know we think for this solicitation that the partnership of CBOs or Fatherhood Programs, and also local child support enforcement agencies will be crucial.

Another one is the Green Pathways Innovation Fund, and this is a \$40 million grant to train and place individuals with barriers to work in green industries in the area of energy, efficiency, and renewable energy. And there will no doubt be partnership requirements in this, and I'm not sure what they are yet, but you know we usually have an element or two of that.

The third one is our RExO Grant, which is the reintegration of ex-offenders, and this is a \$12 million investment which helps reintegrate ex-offenders back into their communities.

The Community College and Career Training Program is a grant to help community colleges you know, work and develop programs to help workers who've lost their jobs. And it requires extensive partnerships with CBOs and also other entities to really describe and provide evidence of the skill gaps, but also demographic characteristics of the workers.

The last one is the Career Pathways Innovation Fund, and this is grants to community colleges to help individuals who are underemployed or have been unemployed advance their employment potential. And it's really funding and supporting career pathways with multiple entry points that lead to credentials and growing sectors such as healthcare.

And a really pivotal part of this is building that pipeline, you know potentially in the literacy area, but also for recruitment, and we would require partnerships with CBOs, employers, and other entities for this one.

So these are several of the higher profile grants that will be announced sometime in early 2011, and will be awarded by the summer of 2011. So I really do encourage you, you know, in the name of partnership and funding opportunities, to also visit our Web site at www.doleta.gov to check out updates and more information about some of these opportunities. Thank you.

Hello?

Jillian Scollan: And I think we may have had a technical issue with Rich Batten, so I will introduce Debby Kratky, the Director of Workforce Programs at Workforce Solutions in Tarrant County, Texas. She runs a Workforce Employment Center that also is a Responsible Fatherhood Grantee. So she will discuss how her

programs coordinate with each other and how Responsible Fatherhood clients are responding to the receipt of employment services, and plans for sustaining these services into the future. Debby.

Debby Kratky: Yes. I'm just waiting for the slide to come up, and we'll get going. This is Debby Kratky. I'm actually the Director of Capacity Building and Training in Tarrant County. The two largest cities in Texas that you might be familiar with in Tarrant County are Fort Worth, Texas, and Arlington, Texas, home of the Dallas Cowboys.

I want to talk - I'm just so glad that Sue was able to be on before me, because she did a great job of setting the groundwork of explaining a lot of the program, and we can go on to more meaty subjects on the local level.

One - I've titled this presentation Connecting the Dots in Workforce Development because I really do feel like that's what you have to do in order to sustain a program over any length of time. One time - I was told once that just doing this is a whole like doing a patchwork quilt.

Funding a successful program many times does require you to look at all different kinds of funding. Now you'll find throughout the presentation that we have links built into the slides, so when you get copies of the slides, you'll be actually able to click on to the link and go directly to the Web site that tells you more information about that. And I think we need to go to the next slide now.

We're going to talk a little bit about first some of the funding that Sue talked about, but I want to talk as how that would apply to you directly in the field in running your programs. The first thing about the Workforce Investment Act that was passed in 1996 is that many of us were able to do some work ahead of the Workforce Investment Act, or WIA, to get ready for it in our states, and Texas was one of those.

The first type of funding that comes through the Workforce Investment Act is designed specifically for adults and dislocated workers. Adult funding really means low income funding, and dislocated worker funding is looking at funding for those individuals that have been recently laid off from their jobs. Now adult funding is really tied to income and there - and a person's income base for dislocated workers is more tied to that individual situation.

And as Sue told you earlier, this - these funds provide all sorts of opportunities for these individuals. I want you to think about your particular customers and participants as we go through these. We've been able to use the Workforce Investment Act funding in many different ways, especially around low income, to provide them the necessary training that they need in order to compete in this marketplace.

The next kind of funding that is available for you to use - your customers to use is the Trade Adjustment Assistance funding, more commonly called TAA. Now TAA is a great big field in Tarrant County. TAA is funding for individuals who've lost their jobs because their business went overseas into a foreign trade, and now that individual who had those skills is no longer able to do that.

And in Tarrant County, a big piece of that has been through manufacturing. We've lost a lot of manufacturing jobs in Tarrant County, and many of those jobs for individuals were making \$20.00 to \$25.00 an hour, but now their skills have become obsolete. So what TAA does is allow that person to get new training in a demand occupation in their area. And we could go on to the next slide now.

Another funding that you'll find available through WIA is Rapid Response Funding. We use that - these services have been more used unfortunately in Tarrant County in the last two years than in the last ten. Rapid Response Funding goes for services when a person first finds out they've been laid off.

Through the Warrant Act, we are notified at the Boards - the Workforce Boards of an impending layoff, and we have a rapid response team who goes immediately to work to assist those individuals, many times who are just shell shocked. They weren't expecting a layoff, and now they're faced with losing their income. So those services are there specifically for that.

Another funding that we try to often use is funded through our Youth Services Funding. In WIA, this funding is used for low income youth, usually between the ages of 12 and 21 who have significant barriers to employment.

One of the things that we've used funding in WIA Youth Services the last couple of years that you may have heard of were summer jobs for youth. We had over 800 young adults placed in employment this past summer using funds both from TANF and from WIA, and it really does give those kids work experience and actual cash that they desperately need.

Another funding stream that we use at the Board level is for veterans. Boards many times receive funding through the Department of Labor for veterans employment and training. This really does target those veterans, who are underemployed or unemployed, and those veterans who have a service connected disability, and now they face other significant barriers to employment. We have unfortunately in Tarrant County seen a real spike in homeless veterans over the last two years. And unfortunately, many of these are young veterans coming back from Iraq or Afghanistan, so we use our funding a great deal to serve those individuals. Next slide.

Another funding that we use at the one-stop level is Wagner-Peyser Funds. Now Wagner-Peyser has been around since 1933. Many of you may remember the days -- unfortunately, I'm old enough to remember it -- when in our day it was called the Texas Employment Commission, and that Commission used specifically Wagner-Peyser Funds.

Now under the Workforce Investment Act, we also use Wagner-Peyser Funds to serve a more broad based community. The good news about Wagner-Peyser is this is for universal access, which means there are not eligibility criteria necessarily tied to it.

Some of the services I've listed on the screen were some of the services that Sue also briefed you about. Things like job search assistance, job referrals, placement assistance directly with the company. We do a lot of

labor market information in our communities.

We'll provide information not only to the customer, but also non-profits in the area who serve our customers in preparing them for the right job. For example, you don't want to train people in a job that is not going to be there after graduation, so it's great if we have knowledge about what are the demand occupations that that individual might be going into.

Another thing we do, as Sue indicated, is one of our most important customers is our employers, so we recruit services through employers. We do direct placement. We do screening. We even have onsite and job fairs at our Career Center. The next slide.

One of the things that Sue talked about was the concept of a one-stop center. These are really remarkable little places if you know about them. I'm amazed in Tarrant County, even though we've been doing one-stop centers since 1996, there are still many job seekers in my own community who don't know about a one-stop center. So we really look forward to any time we can do outreach to the community and let them know about the services we provide.

For one thing, you're going to find resource rooms in almost any one-stop that you go into, and in these resources rooms you'll find things like computers with Internet access, phone banks so - that would allow the customer to make direct calls to employers. Fax machines. Copiers.

We also provide labor market information to employers - to employees, and employers, and job seekers in that one-stop setting. You'll also find facilitated self-help and then some staff assisted service delivery in these one-stops, and they can be as varied as your communities.

In our one-stops, we have many, many assessment tools that customers can use. We also provide workshops on everything from resume writing to job interviewing, and even some more specific training around how to deal with a criminal background if you're a job seeker. We do provide career guidance, because we know in the centers what the demand occupations are in our communities. We also do referral to training, as Sue mentioned, through WIA funds. Next slide.

I'm not going to talk a whole lot about this next slide, because I think Sue did a good job of this, but I do want you to know that state government plays an important role in how workforce development is handled in your community. But even more important are those regional or local boards that are usually appointed by the chief elected officials in the community.

Now I'll give you an example. In Tarrant County, our Board members are appointed by either the Mayor of Fort Worth or the Mayor - and the Mayor of Arlington, or the County Judge. They are our chief elected officials, and they make sure that the people who serve on the Board are people who are passionate about what they do. 51% of our Board members have got to be from the private sector, so we always stay in touch with what business is doing in our community. Okay. Slide.

Now, let's get down to what you can do. One of the things that I find immensely important for non-profit, community-based, in-state-based organizations is that they have a firm grasp about their workforce structure. And really, the way to do that is to go to meetings.

Most Boards have meetings either monthly or quarterly. You can go to those meetings. They are open to the public. You can hear what they're saying the demand occupations are. If they're going after grants, you'll know about it. You can also help set the agenda.

Remember, all of these Board members are volunteers in the community. Many of them may actually serve on your own Board. We find that there's a lot of cross-pollination between non-profit Boards and our Workforce Board Members.

So you need to ask who are my Board members? And then, market yourself and your customers. You can actually assist those centers in doing volunteer outreach. You can do a lot of this and really help the Board, where it's definitely a win/win situation.

You also can help your customers and your participants by knowing your one-stop centers. Where are they? Go to them. I find it amazing that many people who are in our community, especially those in our non-profit community, don't know what services are offered in a center. And many times, they use their own valuable resources rather than using the services in the center, because they simply didn't know they exist.

But, the other thing that you can do is advocate for your participants. Many kinds of you know, resource ((inaudible)), a participant could be overwhelmed, especially if they're not familiar with how to use a computer. If you know how or if you've got someone in your organization who is computer friendly, go with your customer. Show them how to use the computer. Sit with them as they do job search. Not only will they learn a lot, but I think you will too.

You can also accompany - remember knowledge. This is really important for you and it's important for your customer. You need to know your participant. Well, you need to know what kind of skills they possess and what their career goals are.

There are tools out there to help you do that, so you don't have to know all this yourself, and I've included these links in the slides. We're also putting out a tip sheet later this week, and they have many, many of these resources imbedded directly into that tip sheet.

You also need to know your employer community, and I've put links in here to how you can find out about what the industry clusters are in your community, and what the demand occupations are in your community. Knowing that helps you advocate for your participants.

You also need to know where you fit into the bigger picture. As Sue talked about, most federal agencies now are looking for collaboration, and they really do want us to collaborate. We need that. So you need to know

how you - your programs can fit into that larger picture. Okay. Next slide.

I wanted to tell you how we did it in Tarrant County. For one thing, because I had a history in government -- those with a TANF Program and a Food Stamp Program, and the Medicaid Program -- I tended to look at things in a little bit broader picture.

We actually started this program, the one we're operating today in 2010, back in 1998. We did it with funding that was provided for the Department of Labor called the Welfare to Work Grant. We got competitive funding, and a piece of that grant was to set up a Fatherhood Project in Tarrant County.

Later, the community as a whole took a great big leap in faith, and we started a Fatherhood Coalition that now has hundreds of members that are volunteers in the community, and they're all working for Health Families and the Successful Fathering.

Then in 2003, we received additional funding from the Texas Office of Attorney General, and that was TANF funds through child support. It provided - and that was in 2003.

We went on then, as that succeeded and we were able to show success, we then got funding for the Texas Workforce Commission and TANF funding to continue our non-custodial parent program, which has had a tremendous impact on the amount of child support that comes into our community now because we're working both with Family Court and with TANF workers in our state agency, as well as the judges in our Family Court.

Then in 2008, we received additional funding through a competitive grant through the American Human Society and TANF funds. And we're specifically now working in that grant with Child Protective Services to allow fathers to become more involved when children have been removed from the custodial parent.

This has been a success beyond anything I could've imagined. But it's once again, expanded the list of players in our community, now working with Child Protective Services and the Family Courts that deal with Child Protective Services.

Then most recently in 2010, we received a significant amount of funding through the TANF Emergency Contingency Fund to pay for subsidized employment, and this is for individuals who have children in the home or who are non-custodial parents.

We're actually paying for the first three months of employment through transitional jobs or subsidized wages for these individuals. We've served up to this point 167 families who now have gainful employment because of this grant. And quite frankly, I don't think we could've gotten this grant, and I know we couldn't have managed it if we hadn't started in 1998 with that funding through Department of Labor.

So what I want you to see from this is there is not just one funding stream here. You go all the way back and look at the WIA funding that we currently use, then you see how we set this program out. So when I talk about

a patchwork for the funding, this is what I mean. Next slide.

I've given you also in the slide a whole list of places that you can go to find out more about what's going on in your community, down to the first link for example, tells you how you find out who the local Workforce Investment Board is in your area, and where the closest one-stop is. It also tells you where the - what demand occupations are. And then I've given you a full list of free assessment tools provided by the Department of Labor, that will help you in understanding and knowing your individual participants.

And really, that's going to conclude my presentation today. I'm hoping we get some time for questions and answers, because I really do believe that continuing your program is not only possible, but you could flourish and even grow. If I - I had no idea where we would end up in 1998 when we started this program. It's just been exciting to see every year it not only continues, but expands. Thank you.

Rich Batten: Thank you very much, Debby, and sorry for the technical difficulties earlier. It's frustrating to recognize that you're talking away and nobody can hear you, at least ((inaudible)). So thank you.

And I will mention -- as Debby said -- that we will have a tip sheet that she's authored that will be posted on the Healthy Marriage Info Web site later this week, and the slides for this presentation will be posted with the other Webinar resources about seven to nine business days from today.

Well, let's continue. We had the 30,000 foot view from Sue, and we parachuted down towards Texas. Now, we're going to kind of direct ourselves over towards St. Louis. And we're going to have a presentation with Carolyn Seward and Mary Bell. Carolyn is the Chief Operating Officer for Better Family Life.

Better Family Life runs a Healthy Marriage Program in St. Louis that partners with the St. Louis Agency on Training and Employment to offer employment services to both Healthy Marriage Program clients. She will discuss how the partnership works and her perspective on how it is benefitting Healthy Marriage partners - or participants.

Mary Bell, with the TANF Liaison at St. Louis Agency of Training Employment, will discuss how she uses WIA funds to support the partnership with Better Family Life, and how the arrangement is working for her agency's clients and plans for sustaining these services into the future. So Carolyn and Mary, take it away.

Carolyn Seward: Thank you. Thank you very much to the Department of Health and Human Services as well as Rich, your team. Thank you so much for this opportunity. Better Family Life is a community-based organization that's been established for 27 years, and 13 years ago we invested some of our strategies into workforce development, because we believe that the family is the single most important entity that reflects the conditions of our community, and therefore, employment clearly had to be a major key to that.

In addition to employment programs, we operate youth and family service such as in-school/after-school programs. We touch over 8000 adults annually as well as over 7000 youth annually. And with our partnership

and community activities, we touch another 15,000 to 20,000 people in the St. Louis region. And so when we approached the Healthy Marriage Grant, to us it was a natural relationship with Workforce.

We have been working with the two largest WIBs in the State of Missouri, the St. Louis City WIB - Workforce Investment Board, as well as St. Louis County Workforce Investment Board. And so, the relationship with the City goes back a number of years.

So looking at how we incorporate Healthy Marriage and Responsible Fatherhood into Workforce programs, there's a couple of things that I wanted to talk about up front. One, we took an integrated service approach to the work that we were doing. And by that, I mean we looked at our employment and training program and determined where would Healthy Marriage classes fit into?

And one of the first areas was with our Work Readiness classes. It was consistent. It was weekly. It was five days a week over a three week period that we could include Healthy Marriage classes. And we felt that that was critical because it helped teaching our participants effective decision-making skills, effective communication skills, and how to deal with conflict resolution.

Secondly, we believed that it was important to build relationship. Because through building relationships with your local WIBs and other from father support centers, and you'll see our partnerships in just a -- well, you see it now -- the number of partnerships that we have with our program is critical, because through building relationships, collaboration becomes much easier.

And lastly, we wanted to make sure that we received permission from our WIB Board to make sure that we could include in the classes not only the Healthy Marriage classes, but financial education. We felt that it was a major piece to help stabilize individuals as well as their families.

So Mary, I know when we talked about the TANF, TANF was an easy program for us to integrate the Healthy Marriage classes in. The Adult WIA programs was an easy program for us to incorporate Healthy Marriage - the Healthy Marriage component in. And as you can see, not only do we partner with the St. Louis Agency on Training and Employment, we also work with our Adult WIA programs as well as older youth programs, the Father Support Center, A New Cornerstone which is an umbrella for our faith-based organizations that represent over 14,000 members. And Mary in terms of SLATE, any thoughts there that you...

Mary Bell: Good afternoon to everyone. Again, this is Mary Bell, and I'm with SLATE. I just want to talk a little bit about SLATE as a career center.

SLATE - St. Louis Agency on Employment acts as the WIB - the local WIB Board for the St. Louis region. SLATE also started administering the TANF program back in 2003. I would like to give praises also to the Health and Human Services and Administration for Children and Families, because St. Louis was one of the first ten cities under the Urban Partnership for Welfare Reform. And under this partnership and working with them is where we first started having the discussion regarding Healthy Marriage.

When we talked with Better Family Life, because at that time Better Family Life had already - was working with us on the TANF Program. We recognized that they had the capacity and the knowledge of the program to come with us as partners to help us work on it. So what we did was we all went to this meeting as a group, and Healthy Marriage was at a discussion stage, but one of the things that we - what we did from the very beginning is that we knew that Healthy Marriage was very important to this population.

One of the things is that many of the families, when I look at healthy marriages, I think about healthy relationships. And one of the support systems that need in place is guided by healthy relationships. Many of them, the training or the classes that they received from going to - through the Healthy Marriage Program has been very beneficial to them.

SLATE not only - and the St. Louis Agency on Training and Employment we refer to as SLATE. SLATE not only works with the TANF program, but we also do WIA, adult, older youth, out of school youth, and in-school youth, and the same programs as was talked about in Tarrant County in Texas. So Better Family Life actually through those programs has been able to incorporate the Healthy Marriage Program (except) with those.

With the TANF Program, we have - we had five sites. We were co-located with them, the Family Support Division site. SLATE is one of two Missouri Career Centers, so we had staff that were actually located in Missouri Career Centers, and Better Family Life, through their assessment process, recruited from both our TANF population and from our WIA population.

And I would just like to say that this partnership that we've had with Better Family Life has been the most wonderful partnership that we could ever have. It has been great, and we see this as ongoing, and I don't think that we can even envision us going forward without this remaining a part of our program at SLATE.

Carolyn Seward: Thank you, Mary.

So when we talk about the partners - the partner roles and responsibilities, I wanted to give you a firsthand look at how could the - how does this work with Better Family Life being the lead applicant? And again, when I talked about direct service providers, we served individuals or expected mothers and fathers through TANF, through the St. Louis Agency or Training and Employment, and we also now -- effective October 1 -- serve St. Louis County.

We provide the supportive services needs. We provide the Healthy Marriage, Healthy Relationship training through our - classes through our job readiness skills. Financial Literacy, we partner with the Annie E. Casey Foundation. They came to the table and helped to train our Career Specialists on financial coaching, and now that's benefitted us in providing even more services in developing budgets for our customers, for our participants. And ultimately, our customers are able to achieve employment.

So under our Job Readiness classes, which are three weeks long, Monday through Friday, we have Healthy Relationship classes every Thursday from 9:00 to 12:00. We have Financial Education every Tuesday from

9:00 to 12:00. And then, we have follow-up on individual employment plans.

And remember when I was talking about it is very critical when you are partnering with these WIB Boards, that you understand what their performance measures are, because what we want to be able to do is to help enhance and help them to achieve their performance goals. And we also have pre-marital education for engaged individuals, or those interested in marriage.

Our recruitment channels. We can recruit from the Workforce Development system, our TANF system, our WIB systems. We have marketing and outreach projects. We have Fatherhood collaboratives. Our faith and community-based organizations.

We have strong partnerships with our St. Louis Community College as well as the local universities. We have been invited on several occasions to the Washington University School of Social Work to talk about our Healthy Marriage Program. And we are invited throughout the metropolitan area through again, our marketing, our programs. People come from all over to not only attend the Healthy Marriage classes, but also the potential participants or job seekers in our Employment and Training Program.

What I wanted to also do is to begin to look at the whole process of the integration of services. And again, where you are right now, we can begin to think about how can you approach your local WIB and start presenting Healthy Relationship classes or the service providers to the local WIBs in your area?

Better Family Life, through its - through the Workforce Investment Board, or SLATE. As you can see, we partner with the schools and universities. We served over 7500 of City TANF customers. We also - as you can see from the information presented, the number of people that received employment - over 1100 individuals received employment through our programs.

And so, we're able to track not only the number of assessments that are conducted, the number of people that go through training, but also the employment, where they're working, how much they're working, how much they're making, and advancements within the jobs that they have.

And this compliments the Workforce Investment Board's performance measures because again, we're teaching the customers how to make effective decisions, how to be - to effectively communicate with others, how to deal with conflict resolution, which is a win/win for everyone long-term.

Again, as I indicated in the beginning, I think that it is absolutely critical that if you are looking at a collaboration with the local WIB, to make sure that you get to the decision makers. Let them know what you are - what you would like to do. And we have not been turned down one time in going to our local WIB leaders saying that we wanted to include Healthy Marriage classes, Financial Education classes, because they see that it works and that it helps their customers coming through the program.

And can you imagine, when we talk about career centers, and the number of career centers as Sue mentioned

in her presentation - there's over 3000 career centers. There is so many resources, as you have heard listed, to individuals that come through their doors and our doors, that if we were able to present Healthy Marriage and Healthy Relationship classes to 3000 centers, can you imagine how many people that would be touching?

I mean, it's almost overwhelming. But, the results speak for themselves. We started this seven years ago, and Mary I know you can talk a little bit more about that, but - and it has worked here in St. Louis. And we see it continuing to work in the future.

Mary Bell: And with - at SLATE, we know that there is no way that we can do this without collaboration with the community and with those organizations that are touching the same people that we're touching. And for those organizations out there who would like to be more involved with the local WIB, the WIB Board meetings are open to the public, so they should be posted. You should have a schedule of when those meetings are taking place.

And they are also available for you to call and get on the agenda with any agenda item you might have. So I just would like for everyone to take note of that, and to know that you're supposed to collaborate with the community. That's a part of what the local WIB's job is to do.

Carolyn Seward: And that is our presentation.

Rich Batten: Well, thank you very much.

Let's - Jill, if you could put up briefly the slides for the question and answers? We have been receiving questions throughout the presentation, but please submit your questions now and we'll spend a few minutes addressing those.

One right off the start is just some clarification. "What is," - Sue, and this perhaps would be best for you. "What's the difference between the one-stop career center and the Employment and Training Service providers?"

Sue Liu: Hi. This is Sue over here. The difference - so, the one-stop - I guess the one-stop career centers are basically one-stop shops that may encompass you know, access or referrals to employment and training provider information, or they may actually be located at the one-stop.

So they could be the same entity providing the service, or they could be, you know, a one-stop could be referring individuals or case managers, you know to eligible training providers.

There is a need for an individualized training account to be able to access training, because it is a higher level of service. And so you know, one would have to go through the one-stop first to be assessed you know for their skills and their interests, and also the opportunities that are available in their area.

Rich Batten: Thank you.

How about this? One of our attendees says that their program works with high school aged students. Are any of these services available for teens, or is there a distinction between teens and adults?

Sue Liu: I'm happy to answer that question. This is Sue again.

Rich Batten: Sure.

Sue Liu: I also think you know, some of the other folks can probably speak to this as well. Within the Workforce Investment Act formula, funding - we have the three funding streams. I think earlier, it was mentioned you know there's adults, which is basically incumbent workers. Workers who you know need skills retraining. There's dislocated workers, which are individuals who've lost their jobs because of layoffs or you know, closing of their plants.

Youth is another funding stream. And eligibility for youth include that they must be 14 to 21 and low income, and there are six barriers you know, that they have to at least meet. One is basic literacy skills and being deficient in that. There's the issue with school dropout, homeless, runaway, a foster child, pregnant or a parent, an offender, or is a person who just needs assistant help in completing their educational program.

So there - 5% may be non-low income for the youth fund if there are one or more specific barriers -- you know, as I mentioned -- to completing their education, and at least 30% of the youth funds have to be spent on out of school youth.

So the answer is yes, but you know, at least 30% needs to be focused on out of school youth.

Carolyn Seward: And this is Carolyn Seward.

Rich Batten: Go ahead.

Carolyn Seward: And I was going to say yes too. We incorporate the Healthy Relationship in our older youth program - older youth WIB program, as well as the in-school, so it works.

Rich Batten: Very good.

One of the questions directed to Better Family Life was curious whether you provide services to couples through the Workforce Readiness programs, or they provide relationship education only to half of the couple, or one person?

Carolyn Seward: No. We provide to the couples. Yes. We can do it all.

Rich Batten: We do encourage you to submit your questions. We - I have fewer questions that we typically do.

Let me ask this question, for those of you - especially you know Carolyn, and Mary, and Debby. You've seen

some real successful partnerships. Is there a best mistake that -- as you look back -- of something that you learned from that might be helpful for some of our participants as they look at developing these relationships? Or, something that you tried to do that you learned from and you know not to do that?

Debby Kratky: Well, this is Debby in Texas. And I think the thing that I would impress upon people is just how complicated coalitions are. We call it the Fort Worth Way here, where we all have to play nice together in public. But people - everyone has their own agenda. I mean, that's normal if you have performance measures you have to meet.

So I think the thing that I would encourage those organizations out there who are listening today is to know what you bring to the table and be able to articulate that, and then know what the other partner needs.

If they need to have a certain number of people entering employment, and that's how they're judged, or perhaps it's to keep people employed, know how you fit into that. Because really in this time of real tight money, you have to be able to show that your program brings success to the funder as well as your customers.

Rich Batten: Great ((inaudible)).

Mary Bell: This is Mary Bell, and I would just like to add to that that when actually developing a partnership or a collaborative effort, I think that one of the things that you need to understand is that we're all coming to the table because the services that we provide overlap.

You cannot come to the table with the idea that you're only there to meet your need. It's okay to have your agenda, but just look really close at your agenda and find out where your agenda overlaps with the goal of the project, and that's the area where you will work.

Don't try to make it fit your agenda. And I think that sometimes that's what happens, is that we come to the table with an agenda and we try to make the agenda fit our agenda, but it just does not work.

So I agree with Debby, and just wanted to add to what she said. It's just important that you know that it's okay to have your agenda, but just know where your agenda stops and where it meets the needs of the whole objective.

Carolyn Seward: And I was just going to say, I think the more that we can reduce silos in our own respective fields, the better off we will be and the better off our customers will be the more we can take, as leaders in our respective fields, the approach of how can we integrate services where the customer benefits, and we are reducing and minimizing the duplication of services.

Because what we have found in other collaborative efforts, and particularly in training programs, there's no sense if I'm co-located with the Community College or social service, why do we all have a recruiter or an outreach coordinator? Can we come together and develop a profile of what we want this individual to do, and

maybe put more emphasis into another area that we all can benefit from?

So I think, you know, as we move forward in the future, I'm constantly looking at strategies that will help me integrate the services that we have in a way that is measurable and that our funders can see exactly what we're doing.

Rich Batten: Thank you.

I would encourage you if you do have a question, this is the time to submit it. We'll be closing down the Webinar soon. We do have some poll questions that we want to ask of you, and we'll bring those up shortly.

We do - I'd like for our presenters to also be thinking of - if there's one takeaway, one thing that you've said that you would really want to focus on or have our participants remember, what would that be?

We do have a question that just came in. It says, "For a program to work with youth, if you currently have Healthy Marriage funding, how would you continue the youth relationship education program once the funding concludes in September 2011?" And that may not necessarily be to - well, I'll throw it out to our presenters, but that's something for all the programs to consider. So if you have - if there's Healthy Marriage funding and youth education is a part of that, how do you integrate that and how would you continue that with funding changes?

Debby Kratky: This is Debby in Texas. This is Debby in Fort Worth, and one of the things that I would suggest is to look at your juvenile justice system. I think you'll find that many of the youth you deal with, they also come in contact with your juvenile justice system in your area. And occasionally, they do have funds that they put out, and your programs especially around negotiation, things of that nature, might come in real handy there.

Rich Batten: Excellent. Thank you.

What's the takeaway? What's the big idea that you would love our participants to take away, and then we'll move on to our poll questions.

Carolyn Seward: This is Carolyn, and I would say don't let this be overwhelming, because when you look at the, you know, the Workforce Investment Act and employment and training programs, it could appear to be overwhelming. But ask the questions and see where there's a fit for you, and get the technical support that you need because it really works. It really, really works.

Rich Batten: Anyone else?

Sue Liu: This is Sue from ETA, and I just want to say, you know, to really echo the previous comment, I think it's really important to do a scan of you know what's needed in your area and what you bring to the table. I think you know don't be afraid of really tackling the big issues. Right now, I think there's so much emphasis on innovation. Nothing, you know, nothing's been done or you know, let's think about new ways to do things.

And I think at this point, the workforce system is fairly open with so many different examples and opportunities that we've all mentioned.

Debby Kratky: This is Debby in Fort Worth, and I would say that the takeaway for me is that the services that are provided - I've gotten the opportunity to meet many of the grantees, and I see the services that are provided and I think they're not only important but unique. And they need to see themselves as niche providers in the community and market themselves that way.

Rich Batten: Very good.

Well, I want to thank all of our - oh, go ahead. Is there someone else?

Mary Bell: And this is Mary Bell. And I just wanted to say the takeaway for me is that the Missouri Career Centers know that this is a big job and we cannot do it all by ourselves, and that it is we need the community. And I'm sure that it is the same all over.

I think that what happens sometimes is that we get stuck in some of our - it becomes kind of territorial when it comes to collaborating and bringing in partners, but just know that it takes all of us. And I think that it is - the rewards of partnering in the community and providing services to those that need it, it's so outstanding and it is much needed. So I just would like - that's all I wanted to say and thank you for having me on today for this Webinar.

Rich Batten: You're welcome. No, thank you very much.

I will remind people that we will be providing Webinar slides and additional resources available through the National Healthy Marriage Resource Center Web site. We have one additional question and then we'll move on to some polling questions just to help us evaluate the effectiveness of this workshop.

And that is - the question is, "Do any WIA funds in the programs mentioned support the inclusion of referrals or information about pregnancy planning and prevention to help young people be able to complete their education and find employment without having to deal with an unplanned pregnancy?"

Sue Liu: This is Sue from ETA. And at the one-stops, there are an array of information on employment opportunities and job openings, and also career guidance and counseling. And so, this is all part of core services as part of the one-stop career centers. So you know, anyone who is interested in accessing that service could go through the one-stop centers. But, there's not discrete funding for this type of activity.

Rich Batten: I see. Very good.

Well, thank you all. Let's stay on the lines and the Internet briefly as we conduct a few polling questions. And you can see that the first poll is up. Please respond now and we'll see your responses as they're recorded. I have a better understanding of the types of services available under the Workforce Investment Act. Do you

strongly agree, agree, neutral, disagree, or strongly disagree?

And we have about half of you've logged in. Go ahead. Here's the next question. I have a better understanding of how job assistance services can benefit Healthy Marriage Program participants.

Okay. Our next question. I have a better understanding of the types of partnerships that are occurring around the country between Healthy Marriage programs and employment service programs. And we can include with that Responsible Fatherhood obviously, of course.

Okay. And then, I have a better understanding of what it would take to create a partnership with an employment service program.

Okay. Do we have any more polling questions?

I think that is all. So I want to thank you for - thank our presenters again and all of you who have participated in today's Webinar. Again, a recording of today's session will be on the NHMRC Web site within seven to nine business days, and that's at www.healthymarriageinfo.org.

And I would also like to draw your attention to the tip sheet, authored by Debby Kratky, one of our presenters today, called Marriage and Relationship Education in Workforce Development. That will be posted later this week, and will also be included with the Webinar follow-up materials.

So I want to thank you all for your participation and hope you have a great afternoon. Take care.

Operator: Thank you. And this does conclude our conference. We thank you all for your participation.

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