

SFRA Job Readiness Initiative (JRI) 12-month Progress Report – Goodwill January 1, 2010 – December 31, 2010

JRI has completed its first year of services and continues to make progress toward its outcomes, learn more about the needs of jobseekers and the severity of the barriers they face, and identify areas for improvement and increased coordination.

The jobseeker demographics and outcomes below are the effort of Goodwill Industries of San Francisco and its partners, T.U.R.F., Positive Directions Equals Change, Hawkins Law Center (HLC), and Lawyers' Committee for Civil Rights (LCCR).

JRI Jobseeker Demographics

Goodwill is contracted to serve a total of 45 jobseekers from the Bayview Hunters Point and Visitacion Valley project areas, with approximately 2/3 of the jobseekers coming from Visitacion Valley.

Goodwill is on track with both the number of jobseekers served and with the recruitment from the two project areas to serve 45 jobseekers by June 30, 2011.

Total Jobseekers: 31

Gender:

Men: 71%

Women: 29%

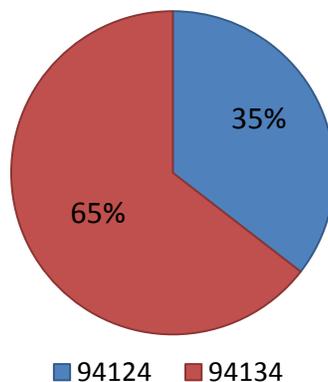
Average Age: 33.9

Average Household:

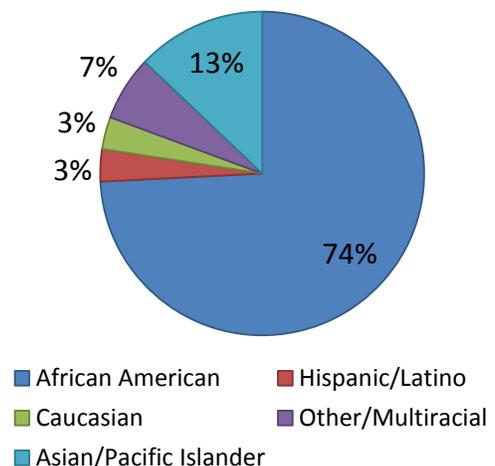
Size: 1.81

Income: \$9,083

Jobseeker Zipcodes



Jobseeker Race/Ethnicity



JRI Southeast Outcomes

During the JRI community planning process in 2009, SFRA learned that residents in the Southeast Project Areas face multiple barriers that prevent them from:

- meeting the eligibility requirements for participation in the Sector Academies and other employment training programs,
- attending Sector Academies and other employment training programs, and/or
- securing employment.

JRI provides funds to CBOs to deliver a core set of services to assist jobseekers in their efforts to:

1. remove barriers that prevent them from successfully applying for and participating in vocational skills training and employment,
2. complete job readiness training to prepare them for success by equipping them with effective workplace and classroom survival skills, and
3. obtain vocational skills training and employment.

Jobseeker Barriers to Vocational Training and Employment

The primary jobseeker barriers identified during the JRI community planning process, in order of priority, are:

Bayview Hunters Point:

1. Valid driver's license
2. Education – literacy, GED
3. Mental health/substance use
4. Criminal histories
5. Transportation
6. Child care

Visitacion Valley:

1. Transportation
2. Child care
3. Education –literacy, GED, ESL
4. Valid driver's license
5. Criminal histories
6. Mental health/substance use

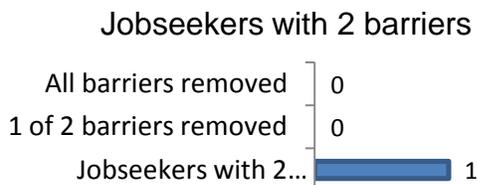
JRI's target population is project area jobseekers that can benefit from intensive case management and barrier removal services in order to successfully connect to vocational skills training and employment. Jobseekers that do not require significant assistance can be connected to the broader workforce system immediately through the One-Stop Career Centers located in the Bayview Hunters Point and Visitacion Valley project areas.

This is reflected in the JRI barrier removal goals:

- 50% of jobseekers served remove 3 barriers
- 20% of jobseekers served remove 2 barriers
- 10% of jobseekers served remove 1 barrier

In order to achieve the barrier removal outcomes CBOs must recruit and serve jobseekers with enough barriers to meet each of the outcomes.

Goodwill focuses on recruiting and serving jobseekers with at least 3 barriers and is serving the largest proportion of jobseekers with 3 or more barriers of all the JRI CBOs. Goodwill has enrolled a sufficient number of jobseekers with barriers to meet all the barrier removal outcomes.



90% of all Goodwill JRI jobseekers have 3 or more barriers of which 41% (12) have 4 barriers and 14% (4) have 5 barriers.

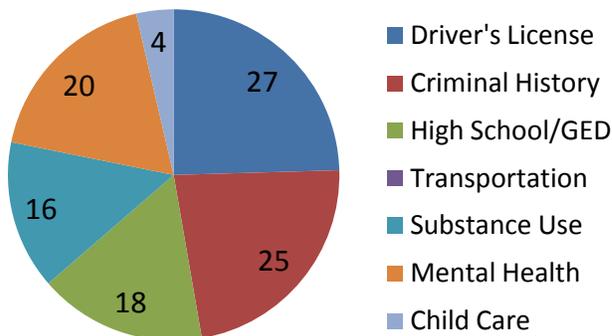
Through the implementation of JRI, the JRI CBOs and SFRA are learning that it can take a long time to address many of the top priority barriers identified during the JRI community planning process. The length of time it takes to address a barrier depends on the severity of the barrier, the number of barriers identified, and the jobseeker's commitment to addressing the barrier.

Jobseekers that have not yet removed barriers are engaged in the activities necessary to do so and continue to make progress.

As engaged jobseekers complete barrier removal activities the outcomes will continue to increase.

The three barriers most commonly identified by Goodwill jobseekers are: driver's license (87%), criminal history (81%), and substance use (65%).

Jobseeker Barriers Identified



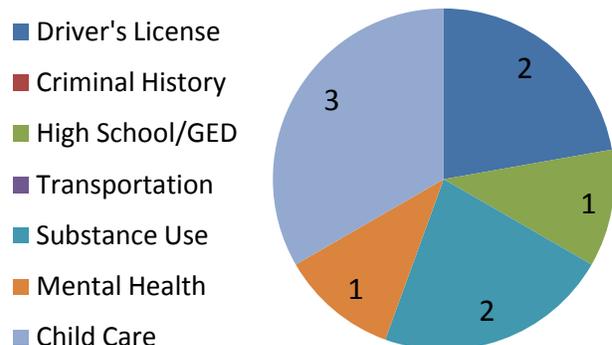
In addition, Goodwill has identified additional common barriers that were not included in the original list of barriers: visible tattoos, DUIs, and lack of health care.

The criminal history and driver's license barriers have proven to be quite challenging to remove and require significant time to address. Jobseekers are sometimes unaware of their entire criminal or driving record and learn of additional items that require resolution once they request information from the Department of Justice or the Department of Motor Vehicles.

Goodwill has noted that having a legal service provider, HLC for the first few months then LCCR, as partners is crucial. The legal service providers take the lead in supporting the jobseeker and Goodwill to establish and implement the plan to address the barriers, which often requires court appearances and advocacy on behalf of the jobseeker.

Of the barriers removed, 33% were child care barriers that were removed by assisting jobseekers make modifications to child care payments and identify resources to pay for child care. Another 33% were substance use and mental health barriers that were addressed through the completion (taking 80-90 days) of behavioral health programs and connections to long-term counseling. 22% were driver's license barriers that required payment of parking fines and legal support to resolve, taking on average 4 months to address.

Jobseeker Barriers Removed



While the number of barriers removed is low (8% of the barriers identified), Goodwill is demonstrating good progress working with jobseekers to remove multiple complex barriers and assembling the required resources to ensure success, including subcontracts with legal and mental health/substance use services.

Job Readiness Training

A goal of JRI is to have 50% of all jobseekers served complete job readiness training (JRT).

Goodwill's JRT completion is low with 12 jobseekers (39%) having completed JRT and Goodwill is working on strategies to increase JRT completion. Goodwill has a structured 3-month Intensive Job Readiness Training (IJRT) program that allows jobseekers to get accustomed to the work world and includes on-the-job training. Some jobseekers have been unable to complete the IJRT and their participation levels decreased throughout the IJRT despite efforts by Goodwill and its partners to engage the jobseekers. Others, with Goodwill's support, voluntarily exited the IJRT due to behavioral health issues in order to access additional services outside of Goodwill's scope of work. The jobseekers that voluntarily left IJRT have the opportunity to return to complete the program when they are ready.

Vocational Skills Training and Employment

A goal of JRI is to connect 75% of all jobseekers served to Sector Academies and Individual Training Accounts (ITA) and 10% of all jobseekers served to employment through One-Stop Career Centers.

The combination of the severity of jobseeker barriers, the amount of time it takes to remove them, and jobseeker career interests have significantly impacted jobseeker success rates related to vocational skills training. The JRI CBOs have cited several primary challenges:

- the length of time needed to address barriers in order to meet the minimum eligibility requirements for Sector Academies,
- the timing/schedule of the Sector Academies and the number of available participant slots,
- limited availability of ITAs, and
- the career interests of jobseekers.

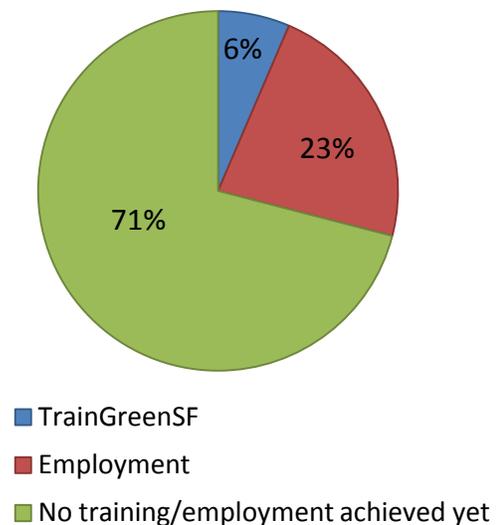
Additionally, there is a relatively low rate of job placement occurring through the One-Stop Career Centers. Most jobseeker success in obtaining employment is through direct job search and with the support of the JRI CBO. SFRA continues to work with the JRI CBOs and the Office of Economic and Workforce Development to identify strategies to increase JRI jobseeker acceptance in the Sector Academies and job placement through the One-Stops.

Two of Goodwill's JRI jobseekers have been accepted into the TrainGreenSF Sector Academy that is operated by Goodwill. Jobseekers that are interested in participating in a Sector Academy but do not meet the minimum requirements continue to receive intensive case management and barrier removal services.

Goodwill is also a One-Stop Career Center operator and has had markedly greater success in assisting jobseekers obtain employment, exceeding the JRI employment outcome. A total of seven jobseekers have obtained permanent employment.

Overall, Goodwill has helped 29% of its JRI jobseekers connect with employment and training.

Jobseeker Training and Employment



Overall Analysis and Next Steps

Goodwill has continued to demonstrate its commitment to providing quality services to its JRI jobseekers. By maintaining a low number of active jobseekers, Goodwill is able to ensure that each client receives quality services. The type and high number of barriers identified by each jobseeker participating in Goodwill's JRI program may be impacting the length of time it takes jobseekers to successfully address all barriers they face. This provides JRI an opportunity to learn about what is truly required to support project area residents make meaningful change that can lead to increased skills and employment.

Goodwill continues to evaluate and develop its program based on the successes and challenges faced by the jobseekers and staff during JRI implementation. Goodwill has shown itself to be very responsive to the needs of the jobseekers and continues to make the necessary changes to their program to ensure success of their participants.