Reflections on Jobs Plus

Jobs Plus Grantee Training Conference
June 16-18, 2015
Washington, DC

presented by

John Padilla
New Paradigms Consulting, LLC
New Haven, CT
Select Overall Thoughts on Jobs Plus . . .

- ALL the components matter
  - Public housing offers unique environment for workforce strategy
  - they connect and reinforce each other

- Introduce performance management from the outset
  - Set targets, understand why you are achieving them or not
  - Accountability for results
  - Use technical assistance effectively

- “Place” matters
  - Leverage the assets, networks and power of place

- Even residents who do not formally join JP can benefit
- The Collaborative can be a CRITICAL success factor
Community Support for Work is a process – not a series of events
- A set of strategies that build a *culture of work* within a community
- Change the dialogue within the housing development -- make WORK a topic of conversation
- Reduce social isolation, build new social networks
- *CSW effectiveness can be measured!*

**Success Strategies**
- Involve residents in designing and implementing CSW activities
- Know your community, identify issues of concern by connecting residents to resources, eliminating barriers to work and connecting them with other residents
- Continuously engage with residents, test new strategies, and refine them to meet the community’s needs
Collaboration and Governance

Pick Collaborative partners carefully

- The Collaborative is fundamentally about accountability
- Work to create shared vision, shared accountability, commitment to using data to drive quality and continuous improvement
- Members bring resources, open doors, leverage relationships to support Jobs-Plus

Success Strategies

- Establish clear goals for partnership, communicate the goals of Jobs-Plus, and how partners contribute to its success
- Determine how agencies will work together – define roles and responsibilities, communication protocols, scope of decision-making
- Invest in building strong partnerships
- Help partners work effectively within public housing context
**Employment-Related Services and Training**

- **Successful programs understand the Dual Customer Approach**
  - Employers are critical customers to be engaged in Jobs-Plus
  - Residents (job seekers) are also customers to be engaged

- **Success Strategies**
  - Assessment tools that properly identify resident needs
  - Partnerships with American Job Centers, Community Colleges, community-based organizations
  - Effective bundling of wrap-around services
  - Creative program and job retention strategies
FINANCIAL INCENTIVES

“Making Work Pay”
- Not just a slogan – a unique feature of the model
- Addresses most common disincentive to work among residents

PHA must be committed to this component of the model
- Senior leadership must champion the Jobs-Plus EID
- Builds internal alignment and commitment among staff
- Plan early to market this and other incentives to residents

Complement financial incentives with coaching
- Change behavior over the long term, but change habits in the short term