

SUSTAINING PROGRAM ENGAGEMENT

Examples and findings from Jobs-Plus
research, 3.23.16

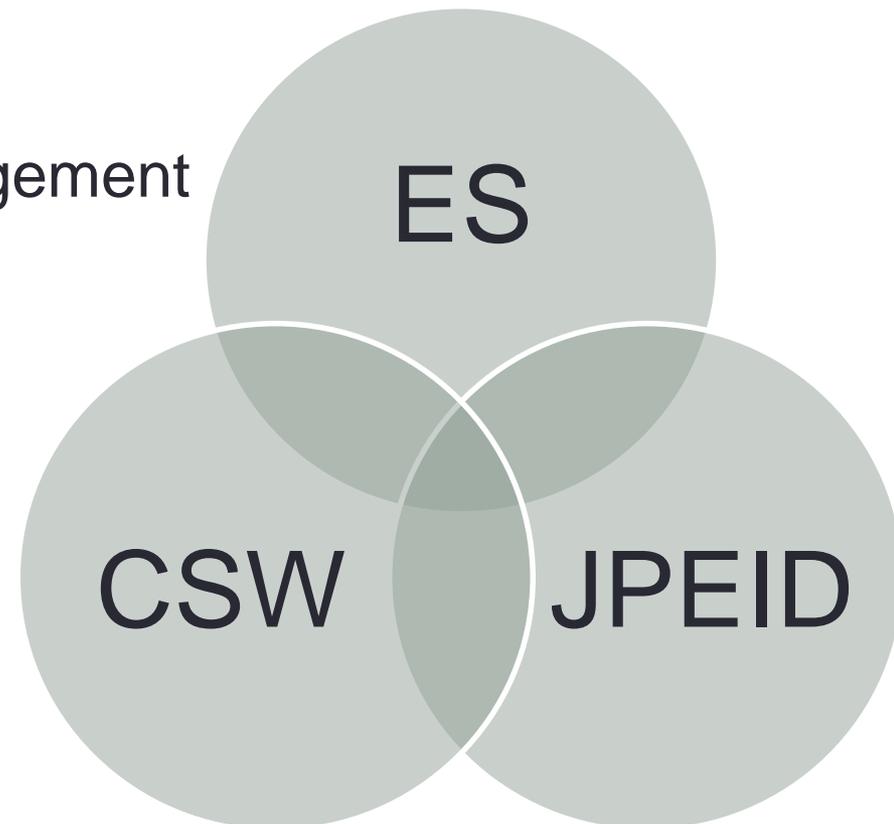
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Why discuss engagement?

- Place-based programs must not just *reach* a broad and substantial portion of residents but *sustain* engagement
- Fall-off in engagement is natural in service delivery, but especially challenging in Jobs-Plus
 - Voluntary program
 - Potentially large resident/staff ratio
 - Residents may be receiving other services elsewhere
 - Start-up lags and administrative challenges can cut against credibility and sustained engagement
- What are strategies for maintaining engagement from broad and substantial proportion of the development?

Outline of topics

- Sustained engagement around model components
 - Employment services
 - Rent incentives
 - Community Support for Work
- *Integrated strategies* for engagement
 - Employment services/CSW
 - CSW/JPEID
 - JPEID/Employment services
- Questions/discussion



Sustaining engagement: ES

Challenges: both referral and quick-placement models may cut against need for sustained contact with Jobs-Plus

Past strategies have included:

- From orientation, model career paths for longer-term goals
 - Jefferson Houses: “You can make \$80,000/year. How?”
 - Describe career pathways in health sector
- Create framework for value-added, sustained contact
 - New job leads for unemployed residents of varied backgrounds
 - Follow-up around service referrals, to assess quality
 - Advertising new services or activities available, for broad needs
 - Supporting employed residents in retention and advancement
- Develop expectations for regular check-in and engagement that build on these approaches

Sustaining engagement : CSW

Challenges: outreach is necessary but may not be sufficient to keep residents deeply engaged in Jobs-Plus

Past strategies have included:

- Surveys and questionnaires about service needs and preferences – “hooks” for continued engagement
- Resident advisory boards for Jobs-Plus
- Facilitating self-help, cohort-based, and/or interest groups, for peer-to-peer engagement
- Sustaining visibility of program through varied events, and partnerships with community or cultural organizations
- Serving youth and other family/household members to reach rest of the family

Sustaining engagement: JPEID

Challenge: rent incentives can sometimes seem too distant to matter to residents, and they may not trust they'll work

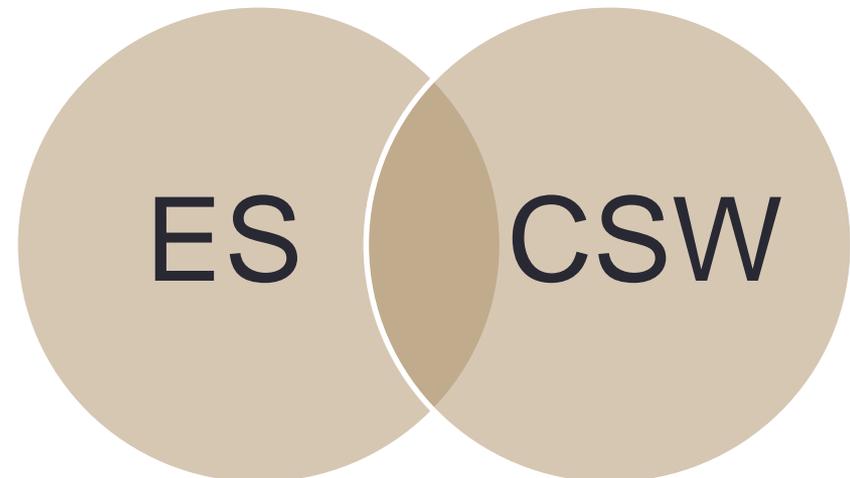
Past strategies have included:

- Saturation-level marketing of benefit from multiple angles
 - Property management staff
 - Community events and flyers
 - Outreach work in multiple languages
- Language that explains JPEID clearly, and appeals to shared values
 - Struggles that families may face
 - Desire for better opportunities for residents and children
- Marketing to both employed and unemployed residents

Integrating strategies: ES/CSW

Past strategies have included:

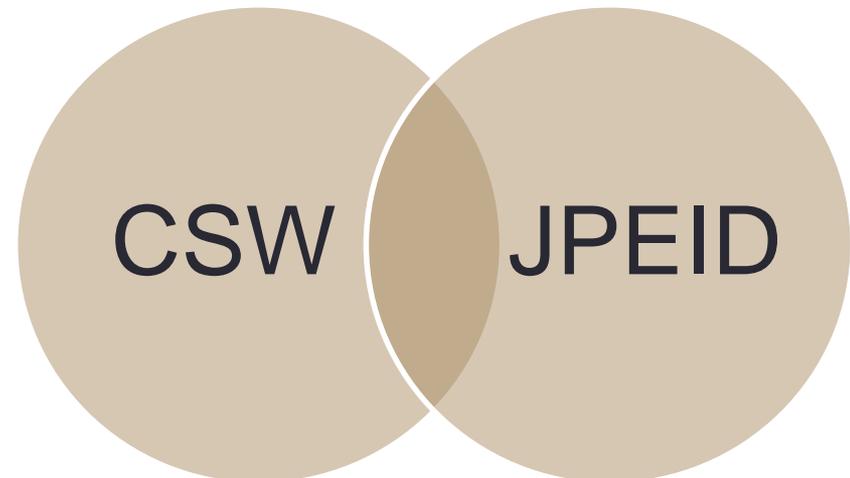
- Have community coaches or staff record information from residents about interests and needs, convey to ES staff for follow-up
- Use outreach as opportunity for follow-up with active caseload
 - Carry messages back and forth
 - See how jobs or job search is going
- Integrating job fairs or job information into other community events
- Provide networking support for work (carpooling, baby sitting in a pinch)
- Provide transportation or other types of assistance to support engagement



CSW/JPEID

Past strategies have included:

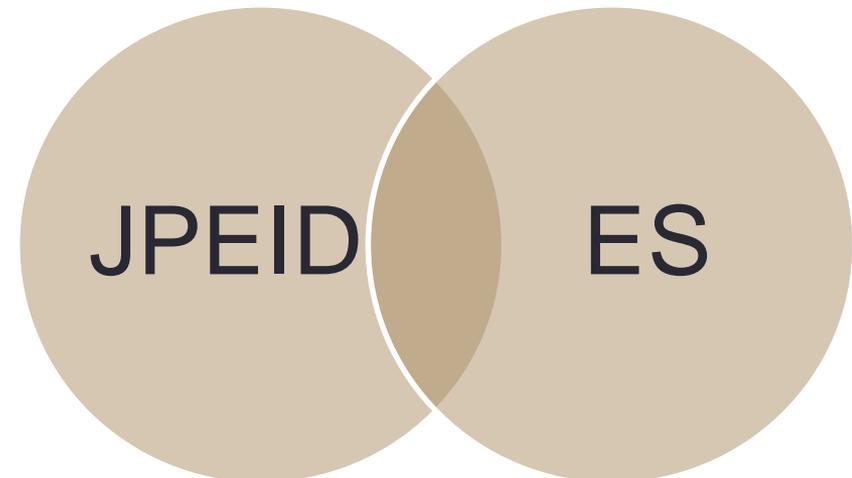
- Publicizing JPEID throughout development through CSW campaigns (“Mr. Freeze” in SAHA)
- During CSW door-knocking, describe how benefit can help unemployed residents, and develop referral strategy for recently-employed
- Encourage follow-up to property management, to apply for benefit



JPEID/ES

Past strategies have included

- Talk about how residents will be able to keep more of earnings, during case management/job development
- Talk about savings and make plan for them
- Integrate and enhance any savings through asset-building, financial counseling, or credit repair programs



Discussion and questions

- What strategies have you found successful to maintain engagement and interest *in each of the three components* of Jobs Plus?
- What's been most successful in *combining* strategies to sustain engagement?
- What's challenging about *combining* strategies for sustained engagement?
- How have you tried to address them?