

# Partnering with Low Income Participants to Improve Employment Outcomes

TANF Directors East Coast Meeting

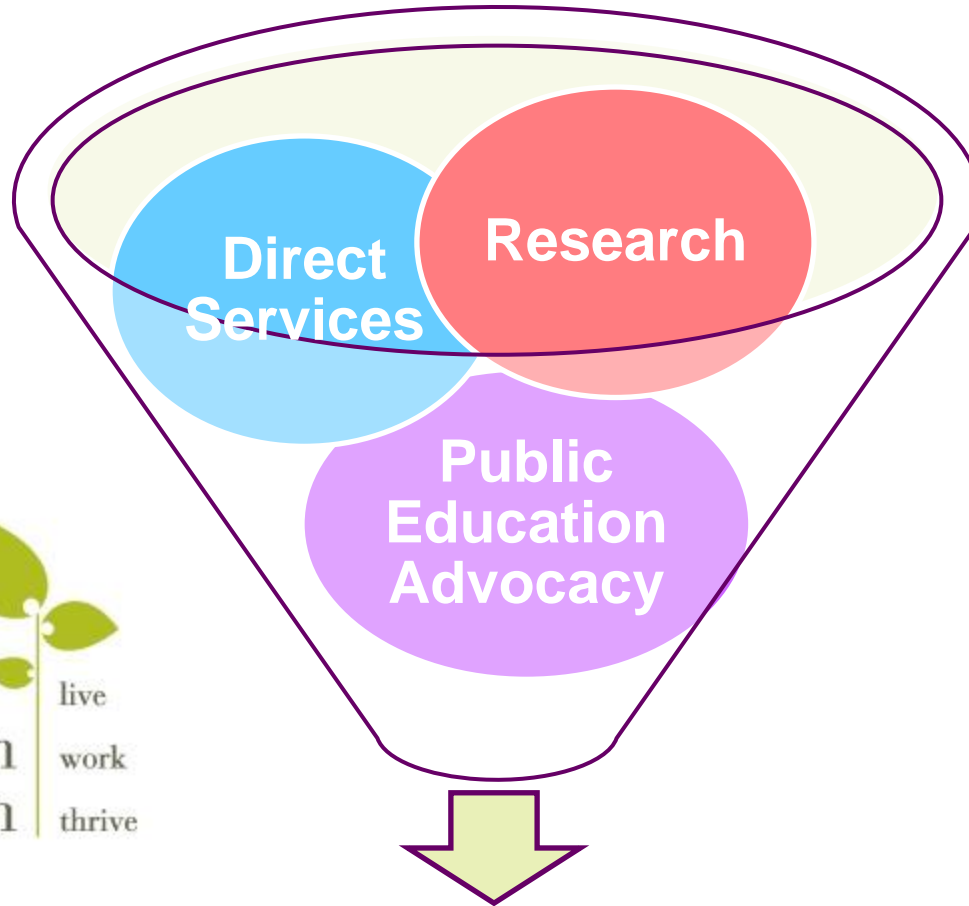
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presented by  
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# What is CWU?

## An Economic Mobility “Action Tank”



**New Pathways Out  
of Poverty**

# Brief Description of CWU Clients

- **1,272** individuals served/year
- **92%** have HS education or less
- Avg. total monthly earnings are **\$730/mo.**
- **82%** of families headed by a single parent
- Race/ethnicity: **48%** Black, **11%** Caucasian, **36%** Latina, **6%** Other



# Crittenton Women's Union Bridge to Self-Sufficiency®

MOBILITY MENTORING®

## FAMILY STABILITY

She is spending less than 30% of her after-tax income on housing.

Her children's needs are being met and do not prevent her from pursuing schooling or work.

## WELL-BEING

She is fully engaged in her work and her family, and no health or behavioral issues prevent her from pursuing schooling or employment.

She is a part of a strong social network, serving as an advocate, organizer, and support to others.

## EDUCATION AND TRAINING

She has achieved a level of post-secondary education and/or training that has prepared her for a job paying enough to support her family.

## FINANCIAL MANAGEMENT

She has savings equal to three months' worth of living expenses.

She has good credit and is managing her debts in balance with her income.

## EMPLOYMENT AND CAREER MANAGEMENT

Her earnings from her job are greater than the real costs of basic living expenses for her family, as determined by CWU's Massachusetts Economic Independence Index.

# CWU Coaching Framework: Mobility Mentoring



# Expedited Pathways out of Poverty: Smart Start and Hot Jobs



**Individual  
starting  
point**



FAMILY STABILITY

WELL-BEING

EDUCATION AND  
TRAINING

FINANCIAL  
MANAGEMENT

EMPLOYMENT AND  
CAREER MANAGEMENT



**Family  
sustaining  
Smart Start  
or Hot Job**

# What are Smart Start and Hot Jobs?

*CWU Hot Jobs 2013- [www.liveworkthrive.org](http://www.liveworkthrive.org)*

## Smart Start Jobs \$\$:

- Are in high demand in the locality;
- Pay **mid-\$30's K** to start and **\$42-\$66K** after 5 years;
- Require 2 years or less post-secondary training;
- Have solid benefits;
- Have transferable skills that connect to Hot Jobs.

## Hot Jobs \$\$\$:

- Are in high demand in the locality;
- Pay **mid-\$40's K** to start and **\$65K+** after 5 years;
- Usually require 2 years or less post-secondary training;
- Have solid benefits.



# Examples of Massachusetts Smart Start Jobs ( $\approx$ \$18/hr. to start)

- Medical Lab Technicians
- Physical Therapy Asst.
- Police, Fire and Ambulance Dispatchers
- Paving and Surfacing Equipment Operators
- Computer controlled machine tool operators
- Animal Control workers
- Electromechanical technicians
- Secretaries





# Examples of Massachusetts Hot Jobs ( $\approx$ \$22/hr. to start)



- Telecommunications installers/repairers
- Property managers
- Respiratory therapists
- Radiology technicians
- Dental lab technicians
- Front line administrative supervisors
- Architectural and mechanical drafters
- Correctional officers
- Construction and building inspectors

# Final points

## Helping low-income families get good jobs requires good program design:

1. Strong holistic (“Bridge”) assessment and goal-setting frameworks
2. Client-directed coaching approaches (Mobility Mentoring)
3. Regular progress and outcomes measurement
4. Client rewards based on progress



## Good programs lead to much stronger client outcomes. CWU outcomes include:

- Homeless families in transitional housing- school and workforce participation rates increased from **45% to 80%** in one year;
- Fully-subsidized housed families’ post-secondary **graduation rates 52% (4x higher than comparable)** in <3 years;
- Average wages of above families increased from \$14.82 to **\$20.18/hr.** in <3 years.

# Resources Publicly Available

- Bridge to Self-Sufficiency® Assessment and Goal-setting framework;
- Mobility Mentoring® guide;
- Hot Jobs guide;
- Methodology for Smart Start and Hot Jobs;

All available at:

[www.liveworkthrive.org](http://www.liveworkthrive.org)

(Resources and Tools Tab)

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