

South Central TN Workforce Alliance

*Leveraging Partnerships to Strengthen Subsidized
Employment and Transitional Job Initiatives*



Quick Facts

- Rural South Central Tennessee
- Highest Unemployment in TN for the past 3 years
- Operated 4 Subsidized Employment Programs since 2009
 - ❖ Ranged from 100% subsidized to 50% subsidized
 - ❖ Different Partnerships, Different Details but Same Template
 - ❖ Employed 1,000 jobseekers in subsidized jobs
- 4 Major Themes Emerged

Key Themes – Importance of:

- Building/Maintaining a Paid Connection to Work
- Partnership with Private Sector Employers
- Employer Perspective - Branding, Branding, BRANDING!
- Jobseeker Perspective – Prove Foundational Skills to Earn Opportunity
 - ❖ Resume & Application Prep
 - ❖ Interviewing Skills including Research of Demand Occupations
 - ❖ National Career Readiness Certificates
 - ❖ Training Completion if applicable

And, we use the jobseekers as our “sales force”!

SCTWA Subsidized Employment Programs

- Perry County Recovery Program
- NEG Disaster Grants
- NEG OJT Program – 100 Jobs 100 Days & The Big Hire
- Hire YOUth!

NEG OJT Programs WIA & Employer Match

100
JOBS
100
DAYS

THE
BIG
HIRE!

Summer Youth WIA & Employer Match

