

Polling Questions:

- T F We are exceeding our TANF participation rates.
- T F We struggle with clients who seem to lack motivation.
- T F Some of our clients believe that if they get a job, they would be financially worse off.
- T F I frequently see job logs that I think are exaggerated or made up.
- T F Some of my clients treat TANF as if it is a way of life.





Improving Participant Engagement, Motivation, and Participation

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Welcome to OFA Case Management Series

Session #1: February 8

Improving Participant Engagement, Motivation, and Participation

- Application Exercise: Due Date – February 22
- Office Hours: March 1, 11:00 or 2:00 EST

Session #2: March 8

Using Motivational Interviewing Techniques in Assessment

- Application Exercise: Due Date – March 29
- Office Hours: April 5, 11:00 or 2:00 EST

Session #3: May 3

Writing Effective, Efficient Case Notes that Support the Plan

- Application Exercise: Due Date – May 17
- Office Hours: May 24 11:00 or 2:00 EST

Session #4: June 7

Improving Employment Outcomes

- Application Exercise: Due Date – June 21
- Office Hours: June 28, 11:00 or 2:00 EST



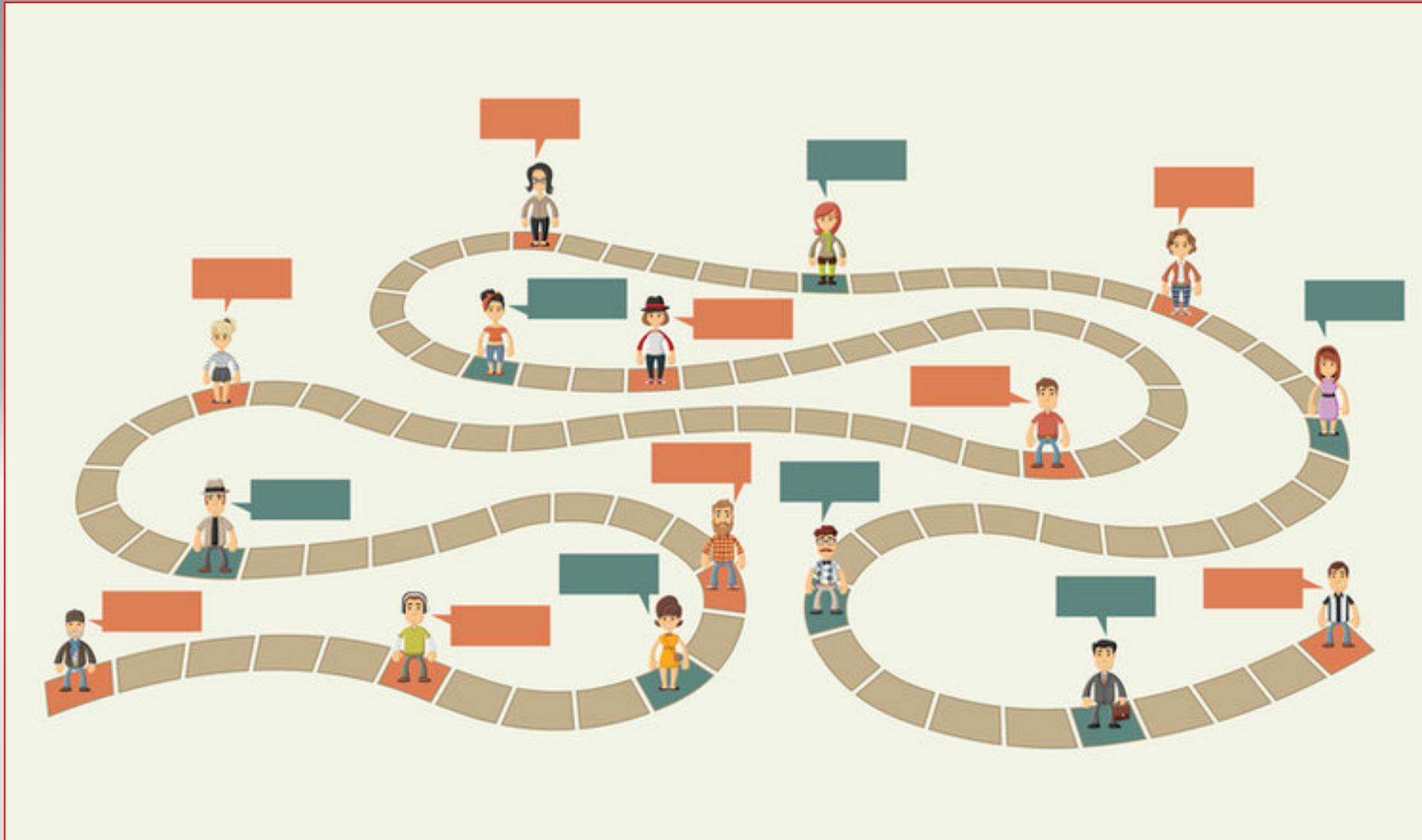
Agenda

The Customer's Journey through TANF

- How we lose motivation
- How to build motivation



Understanding Motivation: The Client's Journey Through TANF



Shawna Potts



Demographics:

- Female
- Age 27
- Lives outside of reservation
- Two children, aged 7 and 9

Background:

- Unemployed
- Has worked in retail and food service
- Has two non-violent convictions
- High school graduate but reads at 7th grade level
- Has serious boyfriend who lives off of her

Goals:

- Just wants a livable income
- Wants to do better for her children
- Wants to get out of debt and not live hand to mouth
- Wants more of a future than she currently sees

Experience in Prior Programs:

- Didn't really help her to get a job
- She went to training once but it has been without use
- Has been on TANF before for a year

Challenges

Doesn't have family support system

Has unreliable cell phone service

Does not have access to internet at home

Has no car, and relies on bus and rides from friends

Is very social and opinionated

Is not a good listener

Isn't happy about her current situation

Anita Job



Demographics:

- Female
- Age 30
- Lives with mother
- One 6-year-old child

Background:

- Work experience is under the table, doing odd jobs for family and friends
- Has volunteered at an after-school program
- Left school after 11th grade year
- Some interest in the medical field

Goals:

- Wants her child to have opportunities that she never had
- Would like to earn her diploma to prove to others that she is smart enough to graduate

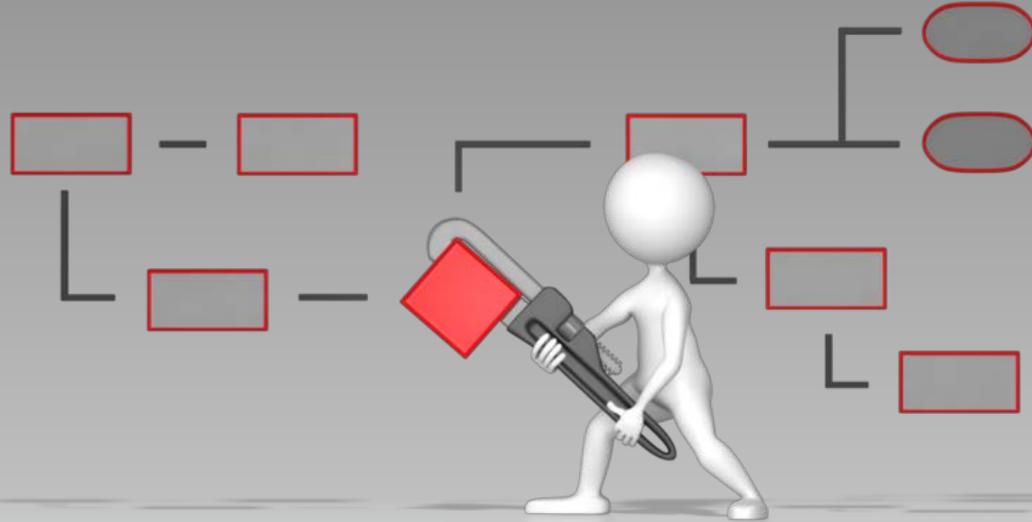
Experience in Prior Programs:

- Went to a GED class but didn't complete; it was designed to work independently at home and she didn't have the discipline to work alone

Challenges

- Has an unreliable car that she shares with her mother
- Feels much stress about finances.
- Has low self-esteem and so gives up easily
- Family encourages her to get and stay on TANF
- Is currently engaged in a child custody battle with father of the child
- Has no experience looking for work
- Does not have resume, interview attire, nor interviewing skills

Understanding the Customer's Perspective



Agency Perspective

Run a smooth process even if customer needs are secondary to meeting the requirements of the process/grant.

Customer's Perspective

Make every effort to sense, serve, and satisfy the needs and wants of the clients within the constraints of the budget and other resources/demands.

Look at the system from the client's perspective and find the motivational potholes.



Identify Steps and Processes The Client Goes Through

Phone in		Barrier identification
Waiting in office		Assignment to activity
Orientation		Ongoing meeting with case manager
Intake and assessment		Monthly submission of time sheets
Initial meeting with case manager		Get referral to other agency



“Walk a mile in my shoes”



- Most view programs from inside-out, rather than from outside-in
- Put yourself in the customers’ shoes



Waiting At Office for Initial Appointment

Who will I get? How much longer will it be?

What if I say something wrong? I'm so nervous.



I don't understand what this is about. I am not sure how this works.



I am not understanding any of this.



What are you required to do to receive temporary cash assistance?

Anyone receiving TANF is required to:

- ▶ Follow all rules and regulations of the program so that you can qualify for the maximum benefit amount
- ▶ Participate in 40 hours per week of approved work activities to gain and maintain employment and self-sufficiency
- ▶ Submit required documentation to verify participation in work activities as outlined in your individual Family Self-Sufficiency Plan
- ▶ Report any changes in household composition, living situation, expenses, or income to DPA and to your TANF Provider Case Manager within 5 days of the date of change



What?????

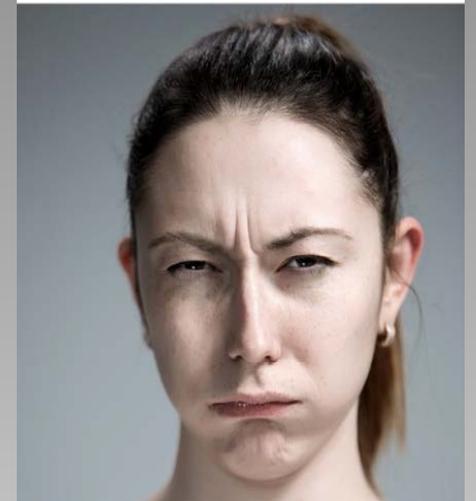
What are Work Activity Requirements?

- ▶ Approved Work Activities have been determined by State and Federal regulations, and all activity must be verified by approved documentation
- ▶ Some examples of approved work activities are: Supervised Work Search, Job Development Activities, and Paid Employment
- ▶ Some examples of approved verification of activities are: paystubs, homework logs, and signed activity logs if participating in other approved work search/learning activities
- ▶ Work Activities are assigned based on individual employment goals and steps needed to reach those goals
- ▶ Discuss specific work activities you participate in and the verification needed with your Employment Advocate



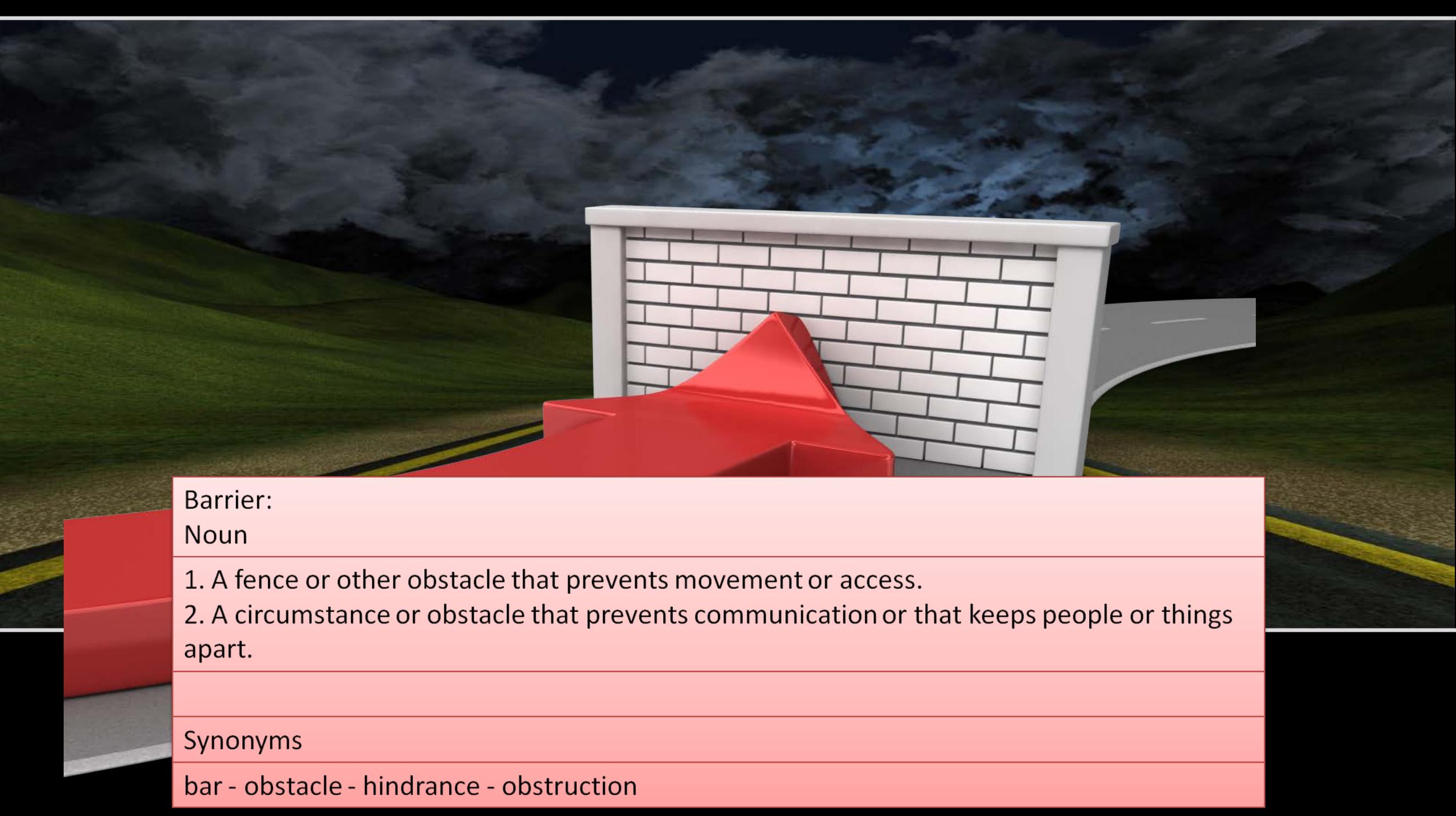
Readability Formula	Grade
<u>Flesch-Kincaid Grade Level</u>	15.2
<u>Gunning-Fog Score</u>	16.1
<u>Coleman-Liau Index</u>	19.8
<u>SMOG Index</u>	13.9
<u>Automated Readability Index</u>	16.1
Average Grade Level	16.2

Impersonal Paperwork, Forms, and Documents





Language that Focuses on Weakness



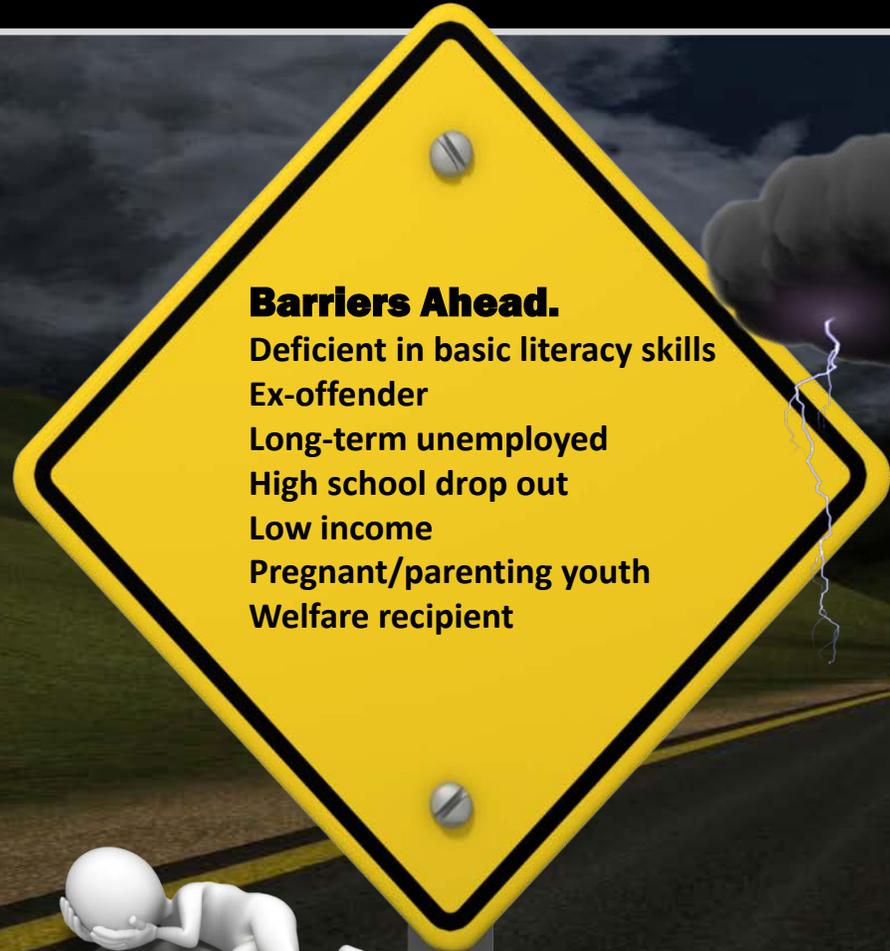
Barrier:

Noun

1. A fence or other obstacle that prevents movement or access.
2. A circumstance or obstacle that prevents communication or that keeps people or things apart.

Synonyms

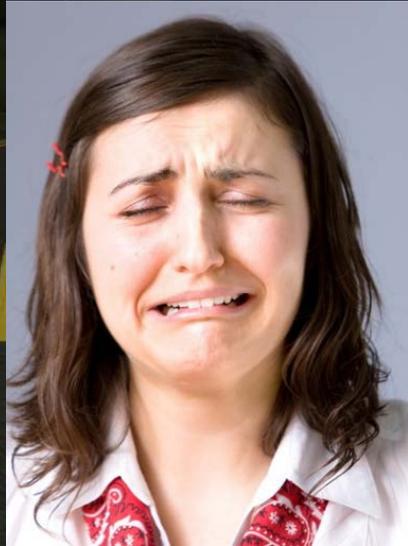
bar - obstacle - hindrance - obstruction



Barriers Ahead.

- Deficient in basic literacy skills
- Ex-offender
- Long-term unemployed
- High school drop out
- Low income
- Pregnant/parenting youth
- Welfare recipient

I have so many barriers
I won't make it.
What's the use?



**How well-meaning case managers
reinforce low self-esteem, raise the psychological price, and turn
off participants**

Words We Could Banish from Using in Orientation, Dialogue, and Plans

Barrier



Drop out



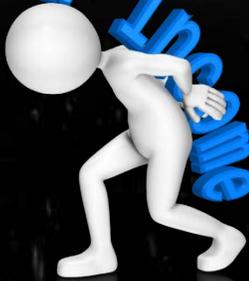
Offender



Disadvantaged



Low Income



Long Term Unemployed



“I don’t understand. Our clients have such low self- esteem. How can we build their self-esteem?”



“Words have meaning. Choose your words carefully. Focusing on barriers reinforces low self-esteem and makes clients feel judged.”





Monthly Case
Management Check-Ins

“Whatever.”



No reminder of goal.

So, I need to get your time sheets from you.
Okay, it looks like you met your hours for last month. That's great.
Anything going on that I should be aware of?
Let's quickly review your plan
I will see you next month.



Y

U

C

K

REVIEW COMMUNICATION
HARSH TONE
HIGH READING LEVELS



Power Tools

They just
don't
understand.



Coerce
Threaten
Fiat
Punish
Sanction
Brow Beat
Strong Arm
Intimidate
Command
Compel
Pressure
Dominate
Demand



A Tone That Saps Any “Love” for the Organization

Don't You
Use That
Tone With
Me!



_____. You must **discuss** with me the reason for this failure and arrange counseling **within 10 calendar days** or you may be sanctioned, which may cancel or reduce your temporary cash assistance and/or your food assistance benefits.

If the reason you did not comply with your assigned activity is because you need assistance, we may be able to help you. If we agree you need services for your situation, we will refer you for these services. For example, if you need childcare to comply with an assigned activity, we may be able to assist you with the needed childcare. You may also have another good reason why you did not comply.

Good reasons for not complying with your assigned activity may include:

•If you have one of the above, or another good cause reason, please let us know. You may be able to receive additional services or comply with other activities that fit your situation better. If you are working, you may be eligible for transitional services if your temporary cash assistance is cancelled. Transitional services include childcare, Medicaid, transportation, and education or training.

If you do not *personally discuss* with me the reason for failure by %DATEPLUS10%, a level _____ sanction will be requested. Sanctions do not affect your Medicaid. IMPORTANT: If you have more than one failure without good cause within a 30 calendar day period, you will be sanctioned. *The penalties for failing to comply with an assigned activity or comply with an alternate requirement plan are listed with this notice.*

Where is the Motivation?



Every Interaction Should Be Building Motivation



Motivational Strategies

Inspire
Persuade
Reason
Convince
Boost
Encourage
Excite
Fuel
Spark
Support

Motivate
Stimulate
Spur
Induce
Invigorate
Strengthen
Energize
Fire Up
Rally
Encourage



In your experience, which of the three most accurately depicts the motivation of the person applying for aid?

I applied for TANF because I was hoping to get an Individual Responsibility Plan.

I applied for TANF because I want help becoming self-sufficient.

I applied for TANF because I need money.



I am in!!



Pick a Selling Proposition that Motivates



Messaging for First Meeting

“Okay, your application to give you temporary help in the form of cash and food stamps was approved. This will buy you some time as we work to provide a more secure financial solution to you and your children. I am going to help you create a plan to improve your income without the need of cash aid and food stamps.”



Tip: Start with the “theme” at the beginning – at first contact.



Orientation: The Pressure is On!

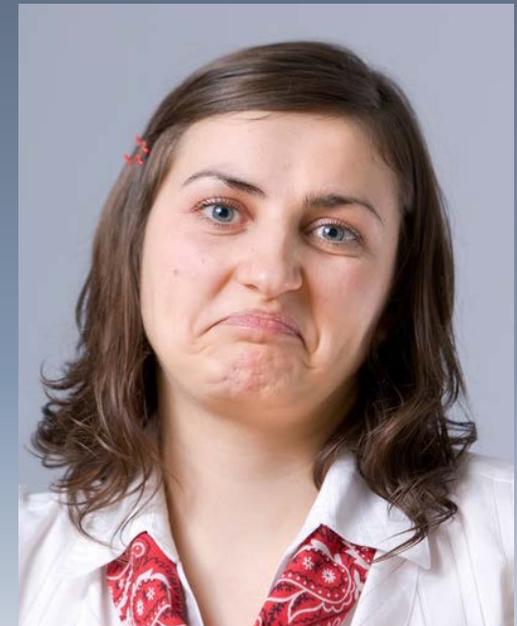
Tomorrow is another day.



You don't really have to do anything to keep your cash coming in.



People don't really lose their benefits.





More money is exactly what I need. I can't live on the little bit TANF gives me.



Steps to Higher Income

TANF Work Program

The Price is Right!

Prices have gone way up but TANF help hasn't. This is a terrible financial plan.



Item	1987	2018
Dozen Eggs		
Gallon of Milk		
Gallon of Gas		
Minimum Wage		
Postage Stamp		
Loaf of White Bread		

(Family of 3) Cash Benefits 31 Years

2018:

1987:

Financial Advantages of Working

CHILD TAX CREDIT

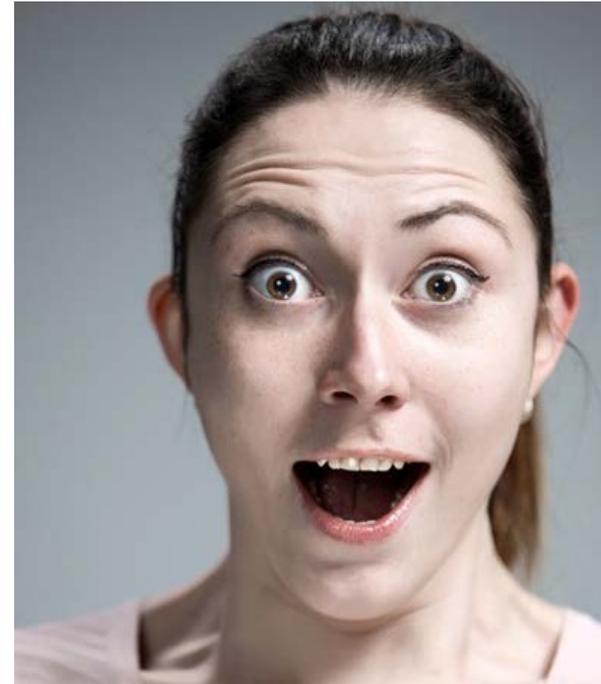
- \$2,000 per qualifying child

EARNED INCOME TAX CREDIT

Maximum Credit Amounts for Tax Year 2018

- \$6,444 with three or more qualifying children
- \$5,728 with two qualifying children
- \$3,468 with one qualifying child
- \$520 with no qualifying children

Income Disregards
Still eligible for food stamps
Keep Medicaid



There are
some
advantages
to working.
No one has
every told
me about all
these things.

SOCIAL SECURITY INSURANCE:

Retirement Income
Survivor Benefits
Disability

Order for Presentation:



Introductions

Set the ground work

How welfare has changed

Requirements to help self

Sense of urgency: time limits

How it is to your advantage to participate

How cash assistance is stagnant

You are better off: Income from welfare
versus income from working

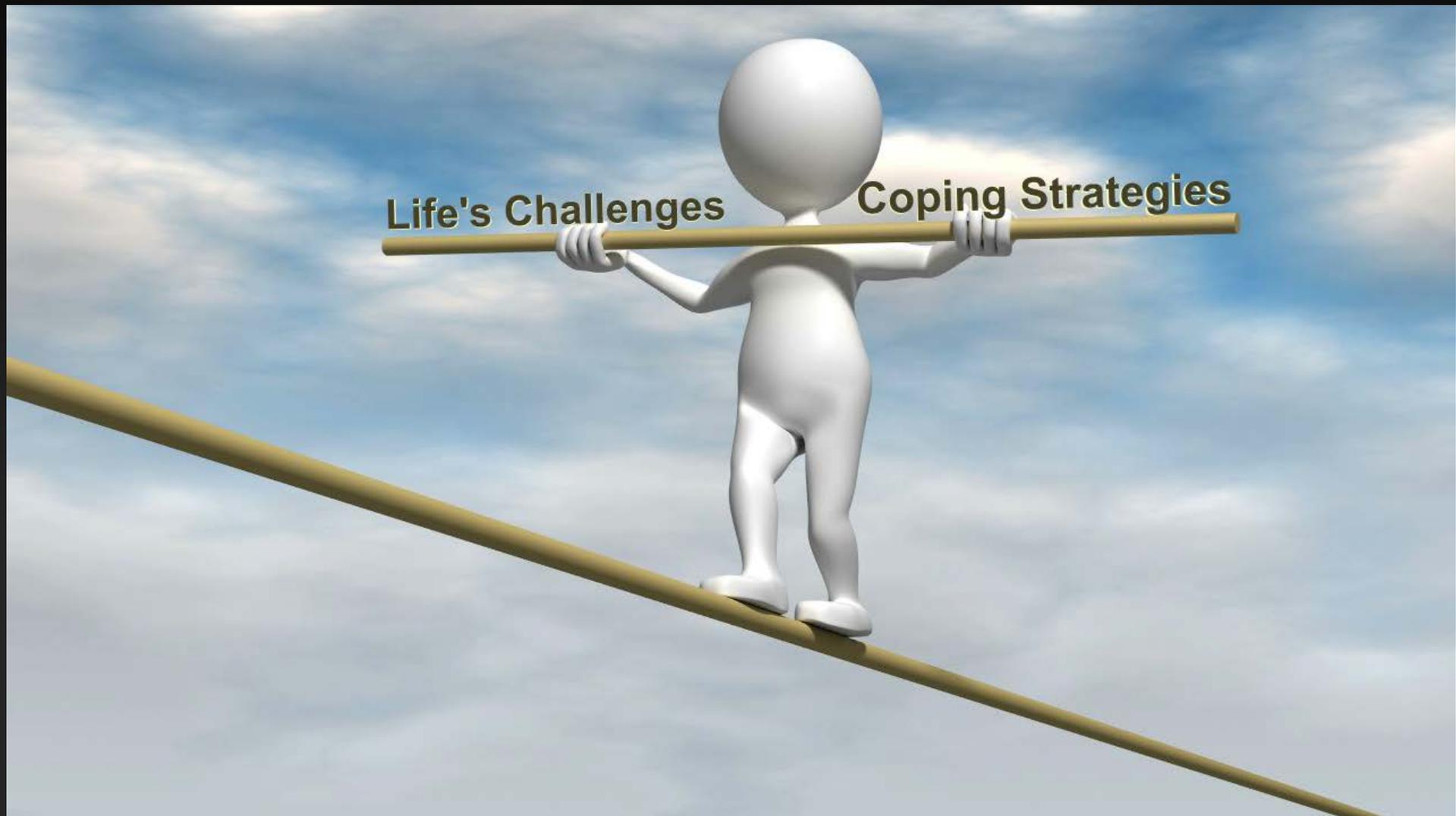
Goal setting

What are all of the services you can get and
how they can help?

What happens if you don't participate?

Rights and responsibilities

What is next? What are the steps you will go
through?



Not a barrier....

Just a consideration to be planned for

“You have some situations or challenges that need to be planned around.”



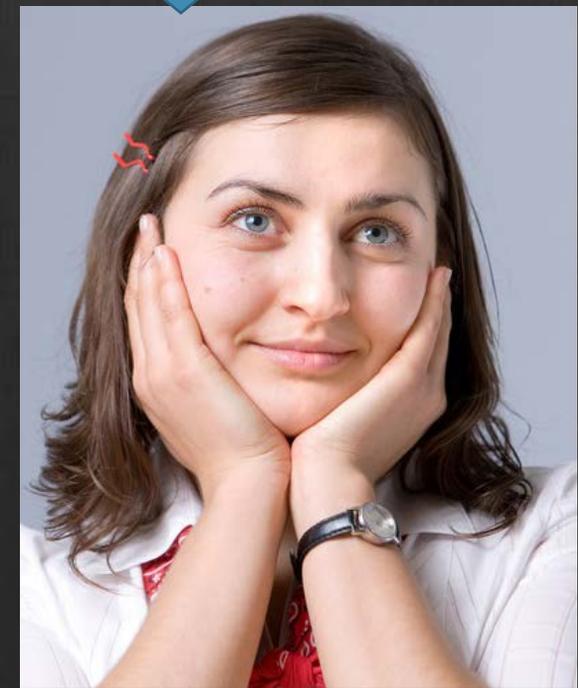
That makes sense. They really are going to help me.



- Will need to work on plan for transportation**
- Needs to build broader work experiences**
- Will need to work on plan for children**
- Need to find employers who aren't concerned about criminal record**
- Need to get into classes to learn vocational English**

I would love to find
a way to make
some of my dreams
come true.

**Goals are
set after
you dream.**





Set Life Goals: All Motivation Begins with a Goal

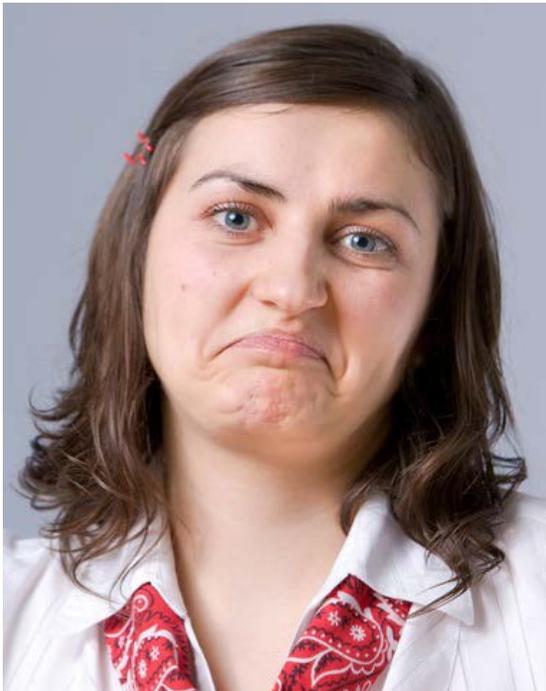
43

- **It is useful to identify your goals and how you want your life to be once you are working. It will help you to stay motivated. Think and list five ways your life would be better if you had the higher level income you calculated.**

- _____
- _____
- _____
- _____
- _____



Program Goals: Not Real Powerful



- ## Goals
1. Get GED
 2. Get Certificate
 3. Get Job

Life Goals: Much More Powerful

Goals

1. Own a car
2. Pay my fines
3. Buy my son things



Using Goals

- To begin writing plan
- At every case management appointment
- To renew slipping motivation
- Once placed to help them stay on track



Three Key Pieces of Information You Need for Motivation



- **What service most interests me**
- **What life goals they have**
- **What I hate about my life right now**

Inclusion of the dream is critical during ongoing case management to continue motivation and change

I am so proud of myself!!

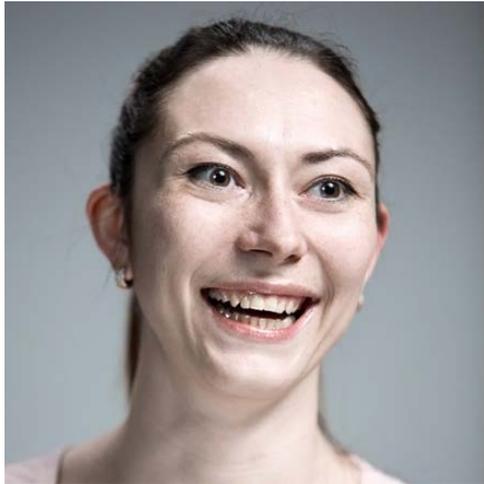


“You are taking some important steps toward making a better life for your children.”

- You are in school, you are making good progress and only have 4 weeks left.
- I would like to talk about any steps you have taken since our last conversation and then to talk about what is next.
- How are you feeling about school right now?



Wow. My case manager remembers my goals. And yes, my daughter sees all that I am doing to help us. I love her so much.



Much better script for engagement!

Reminder
of real
goal.

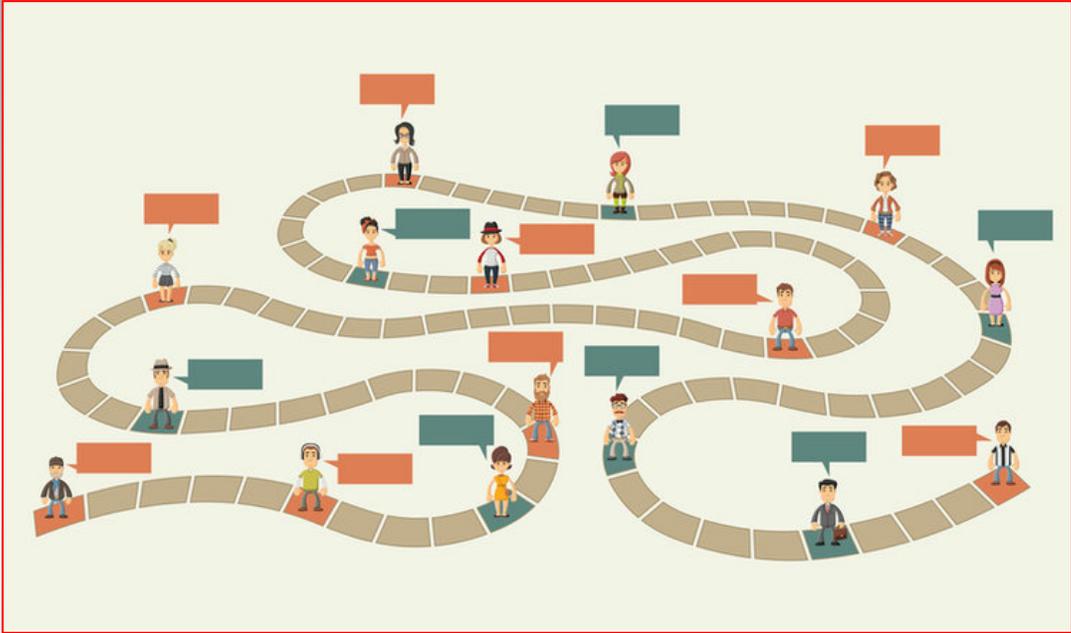
Hi Anita. I know how hard you are working to increase your income so you will have more for you and your daughter. She must be proud of you and the effort you are making.

So, based on the experience you have gained at the community service site, how do you feel about updating your resume and testing the waters of getting a real job with a real income?

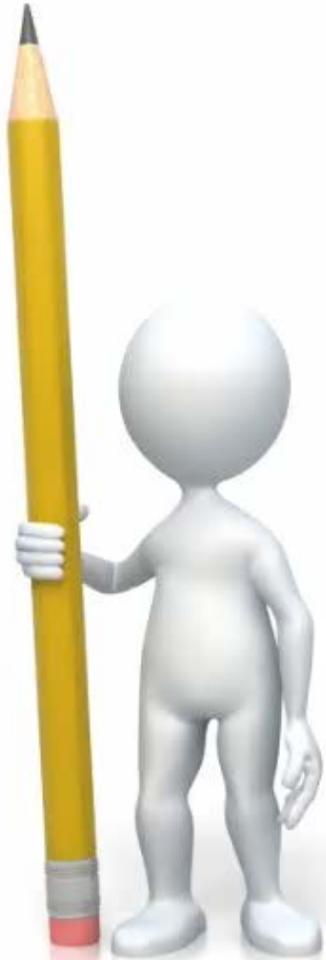
Did you bring your time sheet along? I can grab a copy of that and add it to your file...It appears to be a few hours short. Let's talk about how you might make up those hours. One way might be to come in and work on your resume for a few hours. What ideas do you have?

I
D
E
A

Which journey do you want to create?



Application Exercise/Homework



ONE HOMEWORK SUBMISSION PER OFFICE/AGENCY

WORKSHEET 1:

- Outline the process clients go through.
- Identify the thoughts of your customers.
- Decide if it is a motivational experience or if there are opportunities to add motivation.

WORKSHEET 2:

- Take a short assessment on motivational strategies.

WORKSHEET 3:

- Identify changes to be implemented.

Due date: February 22