



RUBICON
PROGRAMS

Real World Strategies for Improving TANF/WIOA Coordination

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Who Are We?

MISSION

To transform East Bay communities by equipping people to break the cycle of poverty.

APPROACH

To find support that's right for each individual – a personalized, comprehensive collection of services that includes job placement, housing, legal services, and financial literacy.

RESULTS

In the last fiscal year, Rubicon's CEC program served 170 participants with a 55% placement rate and an average wage of \$14.50.

Rubicon's WIOA program served 228 participants with a 70.5% placement rate and an average wage of \$20.08

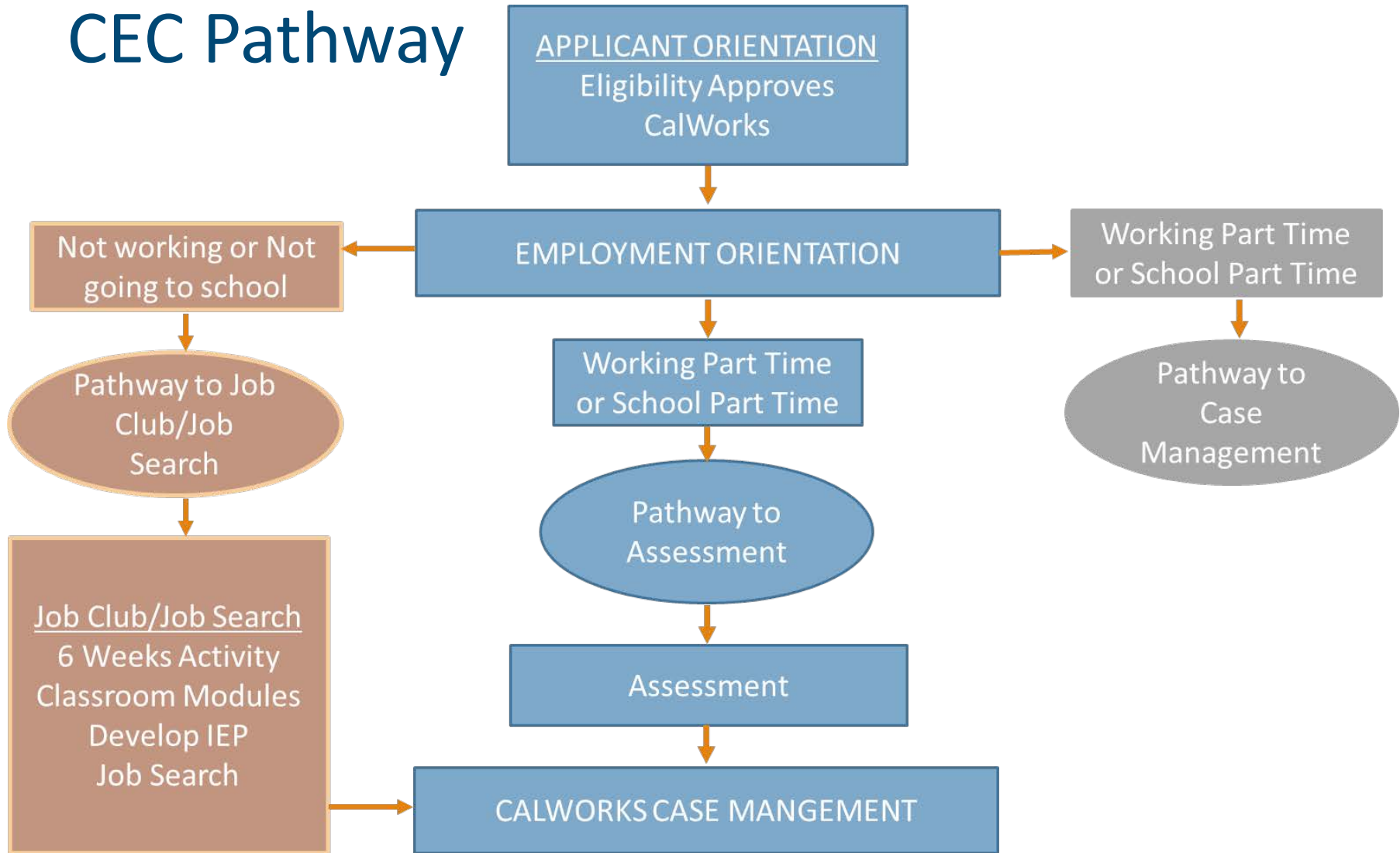
Why Did We Integrate TANF and WIOA?

Under the WIOA State Plan:

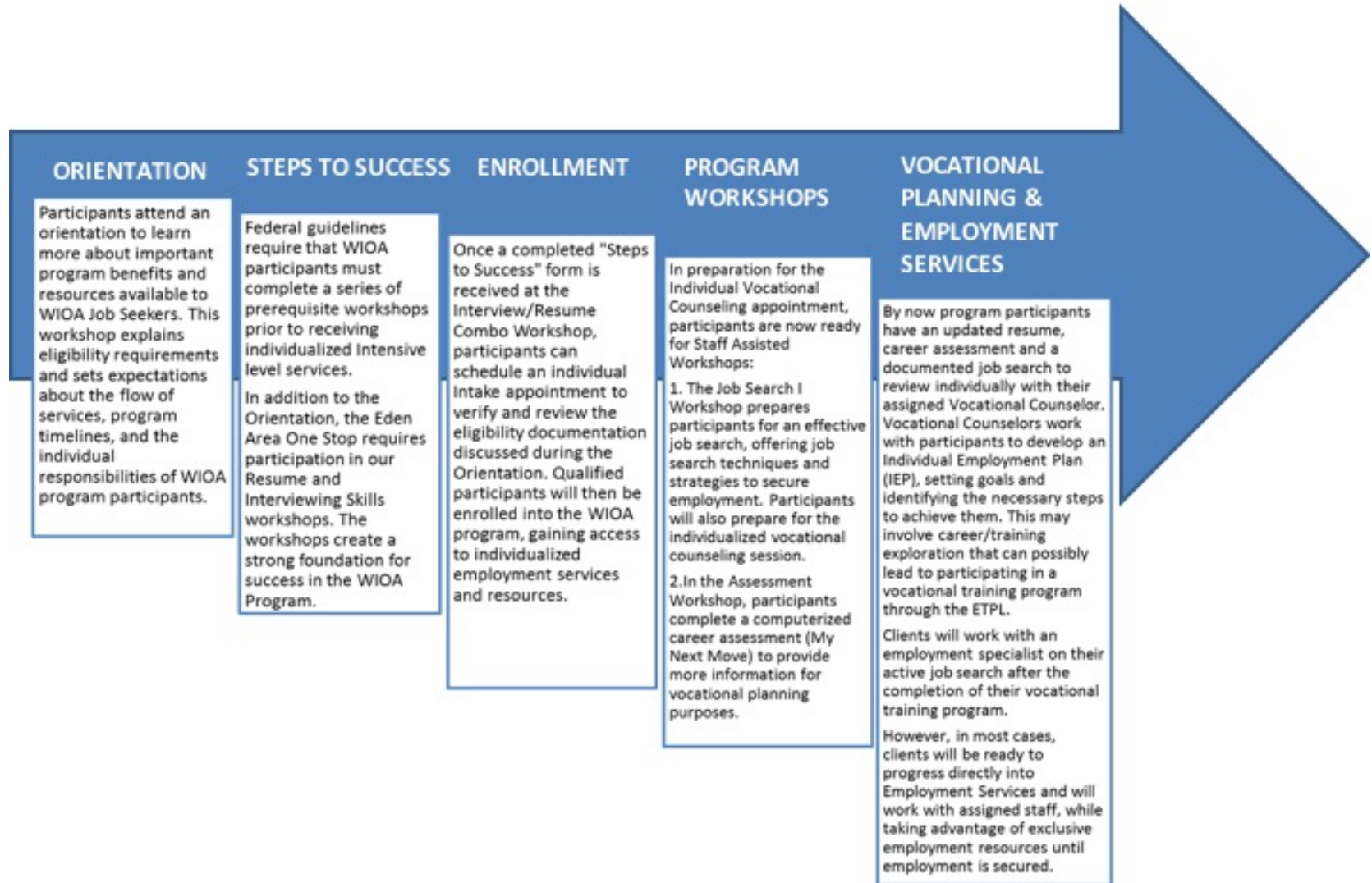
- Section 134(c)(3)(E): Priority for employment and training must be given to public assistance recipients (TANF), low-income adults and basic skills deficient.
- No wrong door policy: Multiple pathways to services through Rubicon.
- Enhanced services: Access to sector-focused training, OJT opportunities, WIOA employer referrals, LMI, career exploration, extended services beyond 4-6 week Job Club, additional support services and retention services



CEC Pathway



WIOA Pathway



CEC-WIOA Co-Enrollment Process Flow

CEC Participant Outreach/Marketing

Strategies for promoting the WIOA program to TANF participants

- A WIOA representative attends TANF orientation to provide information about the WIOA program and benefits of participating in the program
- WIOA representative attends a 1st week Job Club session

Referral

- Cross trained all WIOA and CEC staff about WIOA benefits and eligibility requirements
- CEC staff reinforces the benefits of WIOA program to CEC participants
- CEC participants can participate in the WIOA program at any point during their four to six weeks of Job Club
- A dedicated WIOA & CEC co enrollment staff to facilitate a seamless co enrollment process
 - WIOA staff attends 1st day paperwork to facilitate WIOA application and answer questions about the WIOA application
 - CEC staff assist CEC participants with resume, CalJOBS registrations and IEP
 - WIOA application submitted to Intake Coordinator for WIOA enrollment and scheduling of one to one meeting with a WIOA counselor

CEC-WIOA Co-Enrollment

- Weekly CEC WIOA team meeting to discuss co enrollment cases, client changes and employment information and retention information
- Shared spreadsheet updated by a dedicated CEC and WIOA staff member
- Dedicated WIOA and CEC staff share responsibility of co enrollment participants during the four to six weeks of Job Club
- Co enrollment participants continue WIOA services after the four to six weeks of Job Club is over

CLASP Recommended Strategies

- Physical co-location of TANF and WIOA services
- Shared job search resource rooms
- Cross-training staff on policy
- Assessment conducted in one system are shared with case managers in the other
- Team case management
- Dedicated WIOA & CEC Staff member
- Braided funding stream
- Co-enrolling TANF recipients as WIOA participants
- Tracking WIOA performance measure outcome for TANF recipients

Data and Outcomes

Program Year 15-16	
CEC Enrollments	221
Job Club Completions	154
Co-Enrolled into WIOA	30%
Total Exits with Employment	39%
Avg Starting Wage	\$13.18

Program Year 16-17	
CEC Enrollments	170
Job Club Completions	122
Co-Enrolled into WIOA	38%
Total Exits with Employment	42%
Avg Starting Wage	\$14.43

CEC-WIOA Success



[Audio Transcript](#)

CEC-WIOA co-enrolled participant
placed as a Warehouse Associate
with Amazon Distribution in April 2017



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Questions?

Slide 9 Audio Transcript

[Music]

Woman #1: I wasn't expecting it. I wasn't expecting all that I was going to experience. I thought I was just going to come in here and look for work. But to come in here and go through the interview process and receive all kinds of tools to help me to be successful in obtaining a job.

Belle was great. She was encouraging. She checked up on me a lot to see how things were going, how I was progressing with the tools that was provided by [sic] me through Rubicon interviewing. And wow, all the job, the career opportunities that were provided was awesome.

Rubicon and WIOA will provide you with tools to be successful and you have to apply yourself. So you have to come in with a positive attitude and use the tools that you're provided with. And you have to go out and apply those tools.

Right now, I am an employee with Staff Management Services for Amazon. I am a picker/packer, slammer, I do everything. I will be a permanent employee of Amazon [in] April.

Man #1: Nice.

Woman #1: April. Looking forward to that. It has excellent benefits and opportunities for advancement. I'm looking forward to that. I've been asked if I would like to be a part of the team they help train in Texas. It should have gone permanent in December, but because of a lot of changes within the company, I'm guaranteed to be made an employee, a permanent employee, with Amazon in April.

[End]

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