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# **2017 Linking TANF Families to Employment and Economic Opportunities Meeting**

## **WIOA/TANF/SNAP Services Integration**

*Presented by:*

*Ramsey County Workforce Solutions, St. Paul, MN*

*Yekaterina Probert Fagundes- Public Assistance Services Division Manager*

*Bridgett Backman- WIOA Services Division Manager*

## WIOA/TANF/SNAP Services Integration

- Racial Equity
- Pipeline to Prosperity and Cross Training of Staff
- Partnerships with Colleges and Adult Basic Education (ABE)
- Employer Engagement
- Career Navigation - connecting systems



# 2017 Linking TANF Families to Employment and Economic Opportunities Meeting

## Ramsey County Goals



ACCOUNTABILITY



OPPORTUNITY



PROSPERITY



WELL-BEING

Intentional & Integrative  
**Family Services**

Responsive &  
Professional  
**Business Solutions**

Enhanced Access to  
**Community & Business  
Partnerships**

Dynamic & Engaged  
**Work Environment**

Meaningful & Systemic  
**Equity**

Strong Collaborative  
**County-wide Services**



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## Role of the Workforce Innovation Board of Ramsey County

### Alignment of WIB/County Board/Workforce Solutions (WFS) Vision and Mission

Priorities support Ramsey County's goals:

- Prosperity
- Opportunity
- Well-being

and the WIB's goals:

- Helping to maintain the economic health of Ramsey County
- Creating partnerships to serve the needs of businesses and job seekers
- Identifying current and emerging workforce needs



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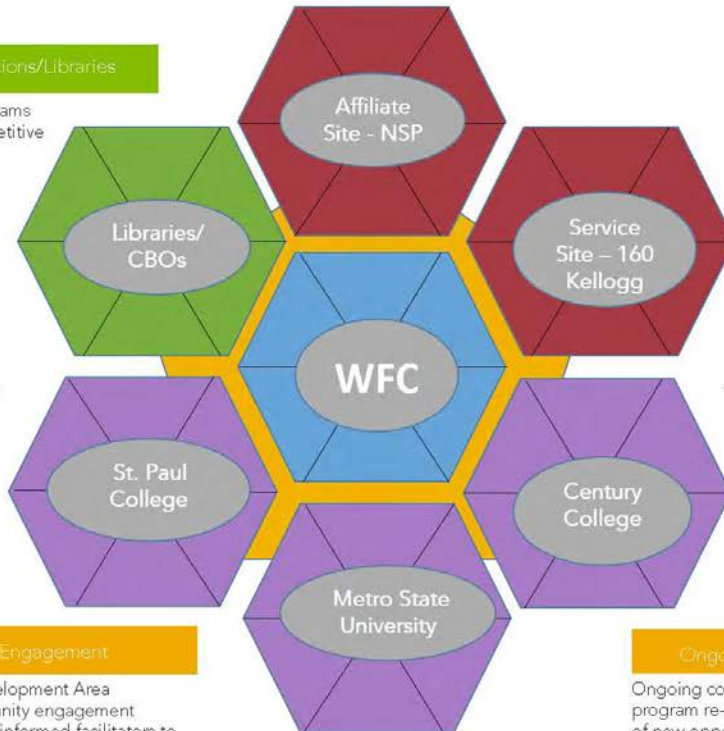
## Service Delivery Model

Ramsey County Workforce Development Area - Federated Model

Created 1/3/2017

### Community Based Organizations/Libraries

Provide job search services for programs under MFIP, SNAP, WIOA and competitive grant funded project participants.



### Affiliate Sites (NSP) (160 Kellogg)

Referrals, resources, pop-in career services, "hotel" office space (for employers/educators/CBOs), ABE services, resource room with assistive technology. Services geared to universal customers, WIOA public assistance program participants as well as contracted vendors of employment services.

### WFC - Designated (Fairview - St. Paul)

Universal customer services, "hotel" space, workshops, ABE services, resource room with technology access and referrals to programs.

### Affiliate Sites (Higher Ed Partners)

Referrals, pilot project services, co-enrollments, pop-in academic support and retention services. Services geared to youth and SNAP E&T participants.

### Community Engagement

WIB and Workforce Development Area partners conduct community engagement activities using culturally informed facilitators to formulate recommendations about program access, design and delivery of services across the County.

### Ongoing Community Engagement

Ongoing community engagement helps with program re-design, evaluation, and identification of new opportunities and prioritizes. Collaboration is grounded in reducing racial employment disparities.

Adapted from Brazil Healthcare 2016 Model



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## Racial Equity

### The History of “Culturally Specific” Services

Consultant informed and community defined definition

Culturally Specific means:

- 1) the agency employs, or intends to employ, management and direct services staff who reflect the race, ethnicity, and cultural values of participants;
- 2) services to increase participants employability incorporate and build on the resources of cultural values and strengths, beliefs, traditions and worldview; and
- 3) services are delivered in a manner that acknowledges (or are responsive to) the historical legacies of racism, inequality, and poverty which have negatively (or profoundly) impacted African Americans’ and American Indians’ access to, and success with, education and employment opportunities.



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## Racial Equity

### Culturally Specific Providers

- Selected for meeting definition and demonstrating strong commitment to partner with the County with shared goals to reduce disparities
- Accountable to unique report card measures related to S-SI disparity reduction
- Participate in Disparity Reduction Task Group that includes strategy sharing, report sharing, and focus group evaluation
- First priority for internal/County-based initiatives such as career pathways and GED projects
- Additional monies in contract for culturally specific activities. Used for: client outings to theater, family picnics, trainings, staff development, mentoring, and pow-wows
- Looking to see if best practices shape future intervention strategies that might better serve those least effectively served as evidenced by the employment disparity outcomes between African American and American Indians and whites



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## Racial Equity

### Culturally Specific Services

- YWCA
- American Indian Family Center
- Network for the Development of Children of African Descent (NdCAD)

Families Achieving Success Today Two (FAST2), a TANF/Individual Placement and Support (IPS) Disparity Reduction program funded through a competitive grant issued by the State of Minnesota in 2014

### Lifelong Learning



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## Racial Equity

Partnership = Learning from One Another

What we say, matters, how we recognize participant engagement matters

- Use of “Unleash Power” and “Guided Self-Determination” rather than “Empower”
- Finding creative ways to build relationships and count hours which leads to trust and ultimately more engagement and employment hours
- Cultural wellness is important as is family stability and these steps are recognized as part of employment readiness in the career pathways model
- Act as mediator - lessons about building trust with the County and affiliated vendors infused all throughout nine week Parent Power training - reminding participants that it is okay to prioritize family stabilization employment plan goals as a means of getting to future stable employment
- Breaking the myths of isolation and self-made success



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## Racial Equity Examples

- Youth Services with NdCAD
- MFIP/WIOA participants benefiting from co-enrollment and services with NdCAD



## Pipeline to Prosperity and Cross Training of Staff

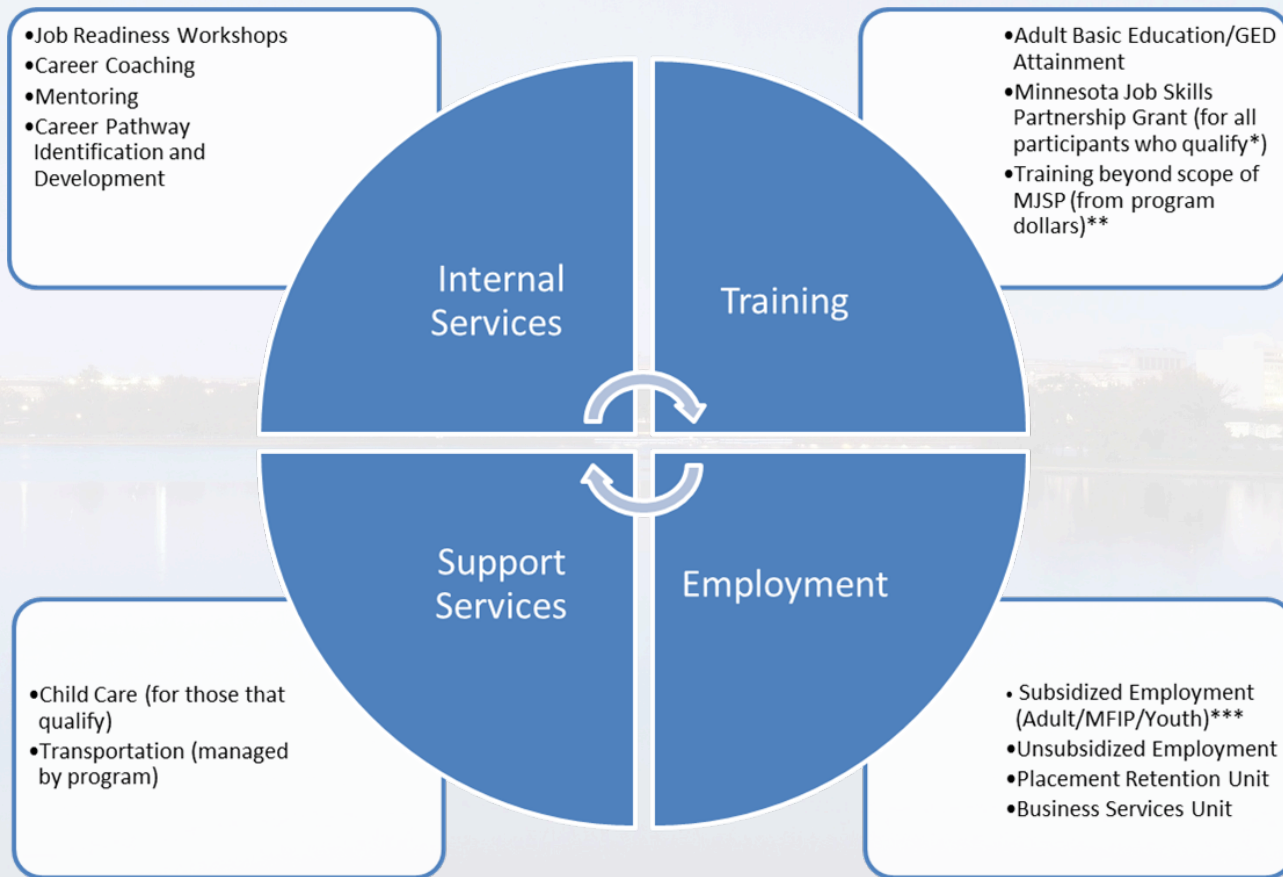
- Career pathways is one framework used to deliver integrated services
- Workforce Solutions has multiple career pathways programs under the overall umbrella of Pipeline to Prosperity





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## Pipeline to Prosperity



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## Pipeline to Prosperity

### Goal:

- To create a tangible, sustainable, long-term partnership and seamless program for residents/families, using career pathways models which are based on an understanding of executive skills and life long learning concepts, by the integration of TANF and WIOA and continued improvement in work with Health and Human Services, colleges, communities, education, and corrections

### Steps:

- Establish career pathways in the WIB-identified industries of healthcare, manufacturing, construction, IT, hospitality, customer service, office assistance and administration, and food service



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## Pipeline to Prosperity

**Goal:** To take highly motivated individuals who want to be part of the program and help families gain essential skills, education, work experience and move into jobs with retention services provided in the WIB targeted sectors with a sustainable wage

**Targets:** High poverty neighborhoods within Ramsey County

**Oversight and Support:** WIB and Ramsey County Board

**Population Served:** TANF, SNAP and WIOA adults and youth

### Approach:

- Three counselors (WIOA and TANF) coordinate the pipeline and navigate services
- Utilizes existing services enhanced with additional funding, specific investment in education/paid work experience and job retention
- Uses coaching, mentoring and motivational interviewing, listens to personal choices and then, through intervention, helps families secure skills, education and employment within the targeted sector area
- Navigators connected with college and ABE navigators
- Classes and orientation delivered on-site



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## Partnership with Colleges and ABE

- Service delivery discussions with three colleges located in Ramsey County
- All colleges are members of the WIB with one shared vote
- Ongoing meetings with colleges and ABE
- Career pathways programs build directly using college support and assistance
- Co-writing for grants together
- ABE service delivery on-site
- ABE service delivery by referrals



## Employer Engagement

Goal: Grow confidence in public workforce system among business customers and grow and maintain employer confidence in Ramsey County Workforce Solutions

- Employers are primary customers
- Decisions are data driven and supported
- Understand who is hiring your customers and why



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## Employer Engagement

- Breakfast Meetings: share best practices
- WIB involvement to support and host breakfast meetings
- Use relationships with colleges to bring employers to the table
- Bring employers who are retaining those they have hired
- Establish peer-to-peer coaching groups for the employers
- Surveys to determine how public workforce system may be more responsive to the needs of the employers
- Creating a system which supplies talent to the employer





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## Employer Engagement

- **Employer Outreach:** Structured using Vocational Rehab model - individualized and targeted approach
- Business outreach
- **Business Service and Placement and Retention Unit:** Identifies specific employers within the WIB identified sectors, prepares participant for a specific employer (participant has to go through a competitive application process). Targets any size employer based on individual choice
- Co-enrollment when needed
- Coordination when needed
- WIOA takes over as a second step to TANF
- Use of WF1 - local case management system to case note and track outcomes
- Seamless for the customer
- **A framework to provide services for families**
- **Supported by TANF/WIOA/SNAP and multiple grant funding**



# Career Navigation - Connecting Systems

- Everyone has career navigators
- Brining career navigators together to share resources, referrals and knowledge
- Understand each other's roles
- Refer to each other and support each other



## Communication techniques

All services are done using  
Motivational Interviewing and  
Coaching techniques





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## Communication techniques

*Motivational Interviewing (MI)* is an evidence-based best practice technique used to help facilitate the change process. While using MI techniques, Employment Counselors (EC) use guided dialogue and the principles of compassion, autonomy, acceptance, collaboration, and evocation to help ES program participants to uncover their internal motivation towards personal change.

*“Motivational Interviewing is a collaborative, goal-oriented style of communication with particular attention to the language of change. It is designed to strengthen personal motivation for, and commitment to, a specific goal by eliciting and exploring the person’s own reasons for change within an atmosphere of acceptance and compassion.”*

– Stephen Rollick and William R. Miller, Sheffield, UK, 2011

Three fundamental MI principles present during the beginning stages of the change process:

- Expressing Empathy (**Pre-contemplation**)
- Amplifying Ambivalence (**Contemplation**)
- Supporting Self-determination; self-determination is an inherent drive within all human beings (**Preparation**)



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## Thank you

### Questions

- Kate Probert Fagundes - Public Assistance Manager  
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- Bridgett Backman - WIOA Manager  
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