

**Greenville County Workforce Investment Board
Workforce Investment Act (WIA)
Program Year 2014 Funding Recommendations**

Background

Greenville County receives annual WIA funding from the US Department of Labor to administer employment and training activities to adult, dislocated workers (laid off workers), and youth. The WIA Youth program requires that training providers be competitively procured via a Request for Proposal (RFP) and that the WIA program's oversight planning body (i.e., Greenville County Workforce Investment Board) and the local chief elected official (i.e., County Council) approve new youth contracts. NOTE: Existing WIA Youth contracts may be extended for an additional year, up to three (3) consecutive years. Therefore, the WIA youth procurement may not occur each year.

PY 2014 WIA Youth Procurement Process

The Greenville County Workforce Investment Board issued its PY14 WIA Youth Request for Proposals (RFP) on May 12th; the submission deadline was June 6th, in which three (3) proposals were received; a subcommittee of the Greenville County Workforce Investment Board's Youth Council (RFP Review Committee) met on June 10th and reviewed/evaluated proposals. The Greenville County Workforce Investment Board submits to Greenville County Council's Finance Committee the below PY14 WIA Youth Funding Recommendation for approval. Please note that PY14 WIA Youth contracts have not been prepared as negotiations and contract development will start soon after County Council approval are obtained. **However, Executive Summaries from each proposal are attached.** Three (3) proposals were received are:

1. The Urban League of the Upstate, Inc. (\$246,424 – 50 youth)
2. Goodwill Industries of the Upstate/Midlands, Inc. (\$182,797 – 40 youth)
3. The United Way of Greenville County/Greenville Region Workforce Collaborative (\$139,225 – 40 youth)

PY 2014 WIA Youth Funding Recommendation

A total of \$300,000 is projected to be available to award in PY14 WIA Youth contracts. The Greenville County Workforce Investment Board desires to fund all three (3) proposals if sufficient funding becomes available. In consideration that the total amount of the three (3) above proposals exceeds the projected amount available of \$300,000, the Greenville County Workforce Investment Board recommends that PY14 WIA Youth funding be awarded to the proposals receiving the highest-to-lowest evaluation score, subject to successful contract negotiations. The proposals were scored as follows:

1. Goodwill Industries of the Upstate/Midlands, Inc. **(370 pts)**
2. United Way of Greenville County/Greenville Region Workforce Collaborative **(350 pts)**
3. The Urban League of the Upstate, Inc. **(301 pts)**

NOTE: The above recommendation means that contract negotiations will first take place with Goodwill. Upon completion of successful contract negotiations with Goodwill, staff will then initiate contract negotiations with United Way of Greenville County/Greenville Region Workforce Collaborative based upon available funding. Upon completion of successful contract negotiations with United Way of Greenville County/Greenville Region Workforce Collaborative, staff will then initiate contract negotiations with The Urban League of the Upstate if there are available funds remaining to operate the proposed program.

NOTE: Funding for the WIA program is made available through the US Department of Labor.

Goodwill Industries of Upstate/Midlands South Carolina, Inc. is requesting funding from Greenville County Workforce Development to implement the Goodwill GRATIFY (Goodwill Real Achievement Training Initiative For Youth) program. Goodwill will offer specific services that provide Greenville County youth ages 18 to 21 with tools to be self-sufficient adults. The program will incorporate all 10 Title I WIA Youth program elements. In addition, the Goodwill GRATIFY program will also offer a variety of monetary incentives available for youth as they progress through education and training.

GRATIFY participants will have the opportunity to receive occupational skills training to prepare for unsubsidized employment opportunities in the Retail, Food Service, Healthcare, and Manufacturing industries. Goodwill's industry-specific training programs provide quality training that meets the needs of local employers in alignment with local workforce needs; the programs connect our GRATIFY participants with industry-recognized credentials that enhance their employment opportunities in high-growth occupations.

Goodwill will enroll 40 new youth in the GRATIFY program in PY14. Goodwill will recruit youth ages 18 to 21 who are economically disadvantaged and possess one or more of the barriers identified on page 3 of the PY 2014 WIA Youth RFP. Goodwill's PY14 recruitment efforts will target populations identified as being at the greatest risk.

Lifelong Learning will continue to support the GRATIFY Program by offering GED and/or other high school equivalent diploma preparation services to GRATIFY participants and by allowing the use of facilities for tutoring activities. Goodwill will partner with Ignite Healthcare Institute and Greenville Technical College to offer industry-specific occupational skills training.

Goodwill will continue to partner with SUBWAY®, SONIC®, and BI-LO® to offer subsidized Work Experience opportunities. Goodwill stores will also serve as Work Experience sites.

The Goodwill GRATIFY program will address the following objectives: (1) youth improvement in academic and occupational skills; (2) increased secondary school completion among youth; (3) increased post-secondary employment and retention among dropouts and potential dropouts; (4) increases in obtaining and retaining employment among youth; (5) improved connections for youth to other services; (6) meeting WIA youth performance requirements; and (7) achieving the goals and objectives of the Workforce Investment Act.

The Goodwill GRATIFY program will incorporate the following components: (1) objective assessments of the academic levels, occupational skill levels, and service needs of each participant; (2) development of an Individual Service Strategy for each youth that identifies employment goals, appropriate achievement objectives, and appropriate services for the participant taking into account the results of the objective assessment; (3) preparation for post-secondary educational opportunities, linkage between academic and occupational learning, preparation for employment, and effective connections to intermediaries with strong links to the job market and employers; and (4) a common leadership and citizenship activity to improve participants' community and social behavioral skills.

Goodwill Industries of Upstate/Midlands South Carolina has provided job training and employment services in South Carolina since 1973. Our organizational mission is to help people become independent through education and training leading to employment. Goodwill provided job search assistance, training services, and employment placement services to a total of 44,993 individuals in fiscal year 2013, and 8,669 of our participants achieved competitive employment. The Goodwill GRATIFY program has provided Title I WIA Youth program services to at-risk youth for over 10 years in partnership with Greenville County Workforce Development.

Executive Summary

The Greenville Region Workforce Collaborative (GRWC) was named earlier this week as one of two national recipients of the 2014 Partners Council Award for Exemplary Industry Partnership by the National Fund for Workforce Solutions. This award acknowledges GRWC's strong network of employer partners and training systems to complement the employer partners' needs. It also signifies that GRWC is putting people on career tracks rather than just in jobs.

GRWC is proposing on the WIA youth program for PY14 because the demonstrated goals of the youth program align with GRWC's goals and operating process. The approach that GRWC proposes is very similar to its adult program with some modification to ensure that these younger clients get more intensive intake services and case management services throughout their tenure in the program. GRWC's approach is based on participants advancing at the pace that is appropriate for them. Some may move almost immediately into technical training and job placement while others will require some time to develop readiness.

With dozens of manufacturing employer relationships, youth participants will have an opportunity at employment that fits within their goals and capabilities. For participants who demonstrate the ability to move from entry-level technical training to advanced skill training in fields like CNC machining, multi-skill maintenance, and welding, GRWC provides training and works with employers to develop apprenticeship opportunities. On June 5, BMW contacted the administrator of the entry level training program at Greenville Tech be encouraged to apply for the BMW Scholars program. Tech and GRWC are in partnership for this training and all WIA participants will have the opportunity to participate. These are the types of opportunities that are available to youth. With the right guidance and connection to employers, these doors are open.

GRWC believes it can be successful because its track record has taken people from very difficult life circumstances and helped them reach family sustaining incomes over a relatively

short period of time. GRWC has graduates whose work histories were poor and who had never earned more than \$9-10/hour now earning \$30,000-40,000/year within a one-year period. We have placed young workers in apprenticeship opportunities that give them significant long-term earning power.

Based on its program parameters, GRWC plans to recruit and work with 40 out-of-school youth with one or more covered barriers. The primary goals of this work will be to assess and develop a plan for each participant, earn an initial certification through the WorkKeys CRC, move students into the appropriate technical training where they can earn up to eight certifications, place them in apprenticeship and/or paid work experience opportunities and offer further advanced skill training that assure their future earning potential. GRWC has numerous manufacturing career tracks in which it can place participants.

Part of GRWC's success in its existing program is the emphasis on consistent case management throughout the process. Our case managers understand that the population we help to succeed comes to us with significant barriers and that no two people present the same challenges and opportunities. We will assign an experienced case manager whose sole responsibility will be this program.

GRWC's mission is to help low-income job seekers move to family sustaining wages. We believe the WIA youth program offers the opportunity to get people on the right track early and give them tools to continue progressing over a lifetime.

United Way of Greenville County, who serves as GRWC's fiscal agent, will be the contracting party.

Project Reconnect
Executive Summary

The Urban League of the Upstate is an economic development agency that uses education as its platform to create economic opportunities in the less affluent areas of Upstate South Carolina. ***Our mission is to promote education, equip economically, and transform generations.***

Today, we operate five programs in three major categories (education, workforce development and housing) throughout Greenville, Spartanburg, Cherokee, Pickens, Oconee, Union, Laurens and Anderson counties. For the past 42 years, we have offered a full range of services designed to assist students, young adults, displaced workers and former welfare receipts obtain an education and those marketable skills required for economic self-sufficiency.

Project Reconnect will recruit and serve a minimum of fifty (50) Greenville County youth ages 17-21 years old. All program participants will meet WIA income and barrier requirements. Our target population will include at-risk, out-of-school youth, that have one or more of the following barriers: school dropout; pregnant or parenting; court-involved; in Foster Care; runaway or homeless; deficient in Basic Literacy Skills; or any youth that requires additional assistance to complete an educational program or to secure/hold employment; and the child of incarcerated parents. Incorporating a comprehensive array of services, Project Reconnect will provide job readiness training, summer work experience, supplemental educational services, leadership development and citizenship, occupational skills training, and access to post-secondary education. Project Reconnect will combine academic, life mentoring and vocational training utilizing:

- Curricula and training that joins academic concepts, life transitions, and vocational instruction.

- Summer work experience in which students apply problem-solving skills to actual work tasks and gain entry-level job training.
- Mentorship and Leadership Development to encourage responsibility and other positive social behaviors.

Project Reconnect is the continuation of an Urban League program funded in 2008 through the South Carolina Department of Commerce, which served WIA youth from Greenville County. This program operated for five (5) years. A full-time Program Director and two (2) Case Managers/Job Developers will also be hired to support Project Reconnect. Our program design will incorporate the ten basic program elements required by the Greenville County Workforce Investment Board. A year round program, Project Reconnect will provide a comprehensive array of services designed to improve educational achievement; prepare youth for employment; provide supportive services; and develop the potential of youth as productive citizens and leaders. The Urban League is requesting \$246,424 to support this youth employment program.

Our program goals align with the WIA Core Measures of Performance. In addition, we recognize that overall success will require providing a continuum of services to participants over an extended period of time. Follow-up services and community referrals will be an integral component of this program. Project Reconnect is committed to helping the out-of-school youth participating in our program to achieve their educational and employment goals.