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DEPARTMENT OF LABOR AND EMPLOYMENT

WORKFORCE DEVELOPMENT PROGRAMS

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| Category: | Wagner-Peyser /WIA Discretionary Grant |
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| Source: | Federal/State |
| Revise/Replace: | 11-02-WP |
| Contact: | Workforce Development Programs Director |
| Distribution: | Managers, Workforce Development Staff, Workforce Region Directors, Fiscal |
| Colorado One-Stop System Policy Guidance Letter#: | 11-15-WP |
| Date: | December 12, 2011 |

I. REFERENCE(S):

Wagner-Peyser Act of 1933 as amended by Title III of the Workforce Investment Act (WIA) of 1998. Title I of the Workforce Investment Act (WIA) of 1998.

II. PURPOSE:

To provide information and guidelines to Workforce Regions for the 2012 Governor's Summer Job Hunt.

III. BACKGROUND:

The Governor's Summer Job Hunt (GSJH) program was established in 1981 as a way to help Colorado's youth make the transition from school to work by matching their skills and interests with employment opportunities.

It is a successful, well-established program with a network of service providers located in all of the State's Workforce Regions. Since its inception, more than 330,000 young people (ages 14-21) have found summer employment. One of the key principles of the Workforce Investment Act (WIA) of 1998 is improved youth programs linked more closely to local labor market needs and community youth programs and services, and with strong connections between academic and occupational learning. The Governor's Summer Job Hunt has been instrumental in promoting cooperation between youth service providers within the one-stop system. Workforce Regions that have adopted this strategy have maximized youth resources, avoided duplication of services,

provided seamless services, and assured that young people received the most appropriate services.

The Governor's Summer Job Hunt sponsors are: The Governor's Office, Colorado Department of Labor and Employment (CDLE), the State Workforce Development Council, and 9NEWS (KUSA-Denver TV station).

IV. POLICY/ADMINISTRATION

Guidelines for Program Operation – 2012

The guidelines for 2012 will be divided into three significant areas, **Recruitment, Career Exploration and Collaboration** to help ensure the success of this year's program. The GSJH is focused on youth ages 16 through 21 regardless of income. All regions are encouraged to serve 14 and 15 year olds; however, this is a regional option.

All GSJH staff members are expected to register with e-Colorado and become a member of the e-Colorado's *Colorado Youth Program Team Room*.

The *Colorado Youth Program Team Room* on www.e-colorado.org will have information available on upcoming events, a bulletin board to share information, helpful resources, trainings, child labor laws and a listing of GSJH contacts throughout the state.

A. RECRUITMENT OF YOUTH:

Overall goal: Increase the recruitment (and resulting registrations) of Youth into the program by 10% compared to 2011 throughout all regions of the State. Recruitment goals by region will follow in attachment "1". In order to achieve the designated goal, regions are encouraged to engage in the following activities:

- Local Youth Job Fairs or hiring events will be held in all regions as part of the youth recruitment process. Staff should contact each school district in its local area to coordinate activities.
- Regions are expected to should provide information about the availability of GSJH services to local middle schools, high schools and college students. This can be accomplished through a variety of means including: setting up and manning a registration table at the school, participating in career fairs, or providing workshops on topics such as resume writing, labor market information, transferable skills, interviewing tips, etc. Staff should contact each school in its local area to coordinate activities.
- Mass intake and group registration may be utilized when

appropriate. Self-registration into Connecting Colorado is encouraged whenever possible.

- ♦ Collaboration with area youth service providers as well as local schools is encouraged.
- ♦ Contact local newspapers, and radio and/or television stations, and ask them to donate a public service announcement to help promote the GSJH program. If they are not able to produce a public service announcement, ask them to write or tell a story or an article about the GSJH. Copies of all printed media should be sent to the GSJH State Coordinator's office. All expenses must be coordinated through the proper channels of State or County offices for payment. Outreach, promotional and informational activities for the GSJH program should be coordinated with the region's business and outreach coordinator regarding media, print and collateral materials used in promoting the program.
- ♦ Each region is encouraged to utilize virtual networking tools (if the region allows) to recruit youth into their programs or provide information assisting youth with employment opportunities.
- ♦ "How did you hear about us?," a field within the Connecting Colorado system applicant screen, will be utilized to track return on investment for outreach, promotional and informational efforts. See also the **Reporting** section below.

B. RECRUITMENT OF EMPLOYERS: INCREASE THE VISIBILITY

All regions are encouraged to have employer roundtables featuring child labor laws training to educate employers on applicable State and Federal labor laws. These meetings can be held throughout the year with employers, youth and school personnel, to promote their participation with the GSJH. Child labor law information may be accessed through the GSJH web page at:

www.colorado.gov/cdle/youth

- Network with your local community and faith based organizations including churches, civic entities, service clubs and chambers of commerce to promote the GSJH.
- Contact your local Youth Council and Workforce Investment Board to enlist their support and assistance in promoting the program.
- Job development is critical to the success of GSJH. Contact employers and provide information about the availability of free GSJH services such as listing job openings, recruiting applicants,

screening applicants, matching applicants' skills and abilities with job opening requirements, referring qualified applicants, and helping answer child labor law questions.

- All regions are encouraged to work closely with their Business Services units.
- Emphasis should be placed on quality job orders and quality referrals that provide youth with an opportunity to explore a career. Job orders seeking youth to pull weeds, baby-sitting, door-to-door advertising bill disbursement, etc., **are not encouraged**. There is always a possibility that a young person could be put into questionable hard labor, low pay, and/or non-payment in these types of jobs. The GSJH program must avoid complaints resulting from inappropriate or illegal job conditions.
- Contact local newspapers, radio and/or television stations and ask them to donate a public service announcement to help promote the GSJH program. If they are not able to produce a public service announcement, ask them to tell or write a story or an article about the GSJH. Copies of all printed media should be sent to the GSJH coordinator for publication on the website.
- Emphasis to be placed on each region to utilize social media networking tools (if the region allows) to recruit businesses to assist the WFC in providing information to assist youth with employment opportunities.
- Outreach needs to be coordinated and approved by State Coordinator's office. All expenses must be approved through the proper channels of State or County offices for payment. Outreach, promotional and informational activities for the GSJH program must also be coordinated with the region's business and outreach coordinator and/or Public Relations (PR) office when media, print and collateral materials are used in promoting the program.
- "How did you hear about us?," a field within the Connecting Colorado system (employer screen), will be utilized to track the outreach, promotional and informational efforts of the return of investment. See comments under the **Reporting** section .
- Work in collaboration with other Workforce Programs such as: the BETR program, CareerReady Colorado Certificate, regional sector initiatives, apprenticeship programs and all other programs that could benefit and promote the skill sets of youth to fill needed pipelines.

C. CAREER EXPLORATION:

Regions are encouraged to take a leadership role in providing information regarding career exploration. Examples will include having information regarding apprenticeships, internships, or training for emerging industries within their individual regions.

Training will be available on information regarding career pathways to assist young people with learning about the job opportunities that are available as they progress through a career. A goal of the GSJH is to provide businesses with work ready youth.

D. PARTNERING:

Regions are encouraged to connect with or strengthen partnerships throughout their regions. By coordinating the GSJH activities with other youth programs, this will help ensure that each young person will receive the most appropriate service(s) based on his/her individual need(s).

All regions are encouraged to develop one NEW partnership with an education institution, community youth employment program, conservation or other corps exploration program, or any similar youth employment program.

Business sector/industry partnerships are among those that regions are currently developing. It's important that youth programs are connected to this partnership building and the sector/industry initiatives that may follow. Hiring events or career exploration events might serve as the venues for connecting youth to the sector/industry strategies and provide opportunities for young people to learn important characteristics of these jobs and how people progress through these jobs within a career pathway.

E. TRAINING OPPORTUNITIES:

GSJH State Coordinator is making four training sessions available to workforce center staff. A schedule will be published in the Youth Team Room on e-colorado in early spring 2012. Training sessions are expected to occur during April and May 2012. The following topics will be covered:

- **GSJH 101:** For new employees
- **Career Exploration:** Exploring career pathways through apprenticeships and/or internships
- **USDOL Youth Labor Laws**
- **Outreach, promotional and informational activities for your GSJH Program.**

V. GSJH 2011 CALENDAR OF EVENTS

- A tentative calendar will be available on e-colorado to serve as a guide for activities that are to be scheduled throughout the 2012 GSJH season.
- GSJH Appreciation Ceremony will be held in August of 2012. All regions will be requested to submit an employer, student or organizational nomination to receive an award during the ceremony. More information will be provided on this during the summer months.

VI. REPORTING

A. Workforce regions are responsible for data entry of their GSJH applications, job orders and reportable services into Connecting Colorado. This should be done on a timely basis. Referrals to jobs must be entered.

B. The following are tools to help the program examine outreach efforts in regards to recruiting, outreach, promotional and informational activities, and employment efforts for job seekers and employers:

- The GSJH (SJ) report will be used as an “indicator” for regions to analyze their current data on registrations within the region, along with those job seekers who have received reportable services. This report can be generated on a real time basis by state or local staff.
- All youth offices must submit the necessary data through the EM (employer) screen in Connecting Colorado to identify the services provided to Employers. The three services that GSJH will be tracking are:
 - a) Youth Job Fair Assistance
 - b) Youth Services
 - c) Child Labor Laws

C. **“How did you hear about us?”** a field within the Connecting Colorado system, will be utilized to track the internal outreach, promotional and informational activities within the region. With the ongoing statewide outreach, promotional and informational efforts, this will provide vital information for the Workforce Centers in achieving promotional goals. This information is to be entered within the “How did you hear about us?” field on both the applicant and employer screens within the Connecting Colorado system.

D. **Wage data will be used to identify entered employment** results in February, 2013, when the appropriate quarters of data become available.

Technical assistance will be available throughout the year from the Governor’s Summer Job Hunt Coordinator.

VII. YEAR END REPORT:

Each Workforce Region is required to submit a year-end report. This report must indicate the outcomes of the local program and include information on services, best practices and changes that should be considered for the next program year. The report will be due 30 days from end of program year. The report should be a minimum of three pages with pictures and personal success stories.

Additionally, at least one promising practice must be submitted on the e-colorado.org portal at the same time the final report is submitted. The following 6 elements must be included within the promising practice:

1. Defined Practice/ Project
2. Sponsor
3. Targeted resources
4. Targeted dates
5. Deliverables
6. Lessons Learned / Evaluation

VIII. GUIDELINES FOR USE OF SUMMER JOB HUNT FUNDS:

The GSJH is funded, at the discretion of the Governor, with 10% Wagner-Peyser dollars. This funding may be used to provide staffing for the GSJH program and the occurring operating costs of the GSJH program within the region.

GSJH staff may be hired as soon as January 1 and work through August 11, 2012. **September 15th will be the final reporting day for program activities outcomes.** The date range has been expanded to provide each Workforce Region with more flexibility in the operation of the GSJH program.

Regions will be given an allocation of Wagner Peyser funding dollars. At the discretion of the regions, a GSJH staff worker can receive **any** starting wage within the respective personnel system, but total costs for salaries cannot exceed the amount allocated to the region. GSJH staff may work full or part time hours.

Each region is encouraged to hire staff based on the needs of their local offices. For example: (1) Funding could be used to hire a half-time employee to work for the duration of the program; (2) Funding could be used to hire an employee to initially work part-time (especially if the employee is still in school), increase to full-time as needed, and decrease to part-time towards the end of the program; or (3) Funding could be utilized to hire all part-time employees. Availability of funds to start an employee early in the season may help expand job development efforts through more employer contacts. The hiring and time charging instructions for GSJH staff in the state-operated regions will be provided at a later date.

All State-Run Workforce Centers are encouraged to spend 90% of their allotment by the end of July, 2012.

County-operated regions will rely on their respective personnel systems to hire and supervise GSJH staff. Costs can be incurred through August 31, 2012.

All regions are expected to submit an Expenditure Authorization (EA) for funding as soon as the Notice of Funds Availability letter is issued. The Policy Guidance Letter with this procedure is PGL 10-07-P which can be viewed through:

<http://www.coworkforce.com/PGL> 10-07-P Expenditure Authorization (EA)

For the 2012 season an additional \$1,000 was added to the allotment to allow each region to carry out outreach, promotional and informational activities for the GSJH program. Regions are encouraged to partner with other regions to purchase a larger quantity of desired outreach and promotional items at a lower cost. **This allotment must be spent by June 30, 2012.** Unspent monies will be recaptured for the following year.

IX. INCENTIVE AWARDS:

All regions will have the opportunity to qualify for a monetary incentive award. This award may be used at the region's discretion to add value to their 2013 GSJH program. Awards will range from \$1,000-\$5,000 each.

Incentive awards will be based on innovative employer services for youth, activities generating youth development, or youth success within the local community. These awards will be announced October 2012. A description of the plan, activity or services should be submitted to the GSJH Coordinator by Oct 1, 2012 for consideration. The Governor's Summer Job Hunt Coordinator will make the award decision and apply it to the region's program budget for the following program year.

X. IMPLEMENTATION DATE:

Upon receipt of this PGL.

XI. INQUIRIES:

Please direct all inquiries to Julie Berge at Workforce Development Programs: (303) 318-8836 or Julie.berge@state.co.us

Elise Lowe-Vaughn, Acting Director

Workforce Development Programs

Youth Recruitment Goals for 2012
Governor's Summer Job Hunt Program

| Workforce Region | Registration Goal |
|-------------------------|-------------------|
| Adams County | 4000 |
| Arapahoe Douglas Works! | 3600 |
| Boulder County | 1400 |
| Broomfield County | 1000 |
| Denver | 5500 |
| Eastern | 2100 |
| El Paso Teller | 4000 |
| Jeffco | 4000 |
| Larimer | 2100 |
| Mesa | 1700 |
| Northwest | 1000 |
| Pueblo | 2200 |
| Rural Resort | 1000 |
| South Central | 2200 |
| Southeastern | 1500 |
| Southwest | 1100 |
| Upper Arkansas | 1400 |
| Western | 1200 |
| Weld | 2600 |