



DEPARTMENT OF LABOR AND EMPLOYMENT

WORKFORCE DEVELOPMENT PROGRAMS

633 17th Street, 7th Floor
Denver, Colorado 80202-3627

Category: Wagner-Peyser Discretionary Grant
Subject: Governor's Summer Job Hunt 2013
Source: Federal/State
Revise/Replace: 11-15-WP
Contact: Workforce Development Programs Director
Distribution: Managers, Workforce Development Staff, Workforce Region Directors, Fiscal
Colorado One-Stop System Program Guidance Letter#: 13-04-WP
Date: March 27, 2013

I. **REFERENCE(S):**

Wagner-Peyser Act of 1933, as amended by Public Law 97-300 Job Training Partnership Act (JTPA), effective October 1, 1983; as amended by Public Law 105-220 Workforce Investment Act of 1998, effective August 7, 1998; and C.R.S. Title 8, Article 71, §§101 and 106.

II. **PURPOSE:**

To provide information, guidelines and resources to Workforce Regions for the 2013 Governor's Summer Job Hunt (GSJH), including expansion of the period of performance for GSJH funds to January through November 2013.

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 throughout all of Colorado's Workforce Regions. Since its inception, more than 500,000 young people (ages 14-21) have found summer employment. One of the key principles of the Workforce Investment Act (WIA) of 1998 is to improve youth programs linking them more closely to local labor market needs and to community youth programs and services, with an emphasis on strong connections between academic and occupational learning. The Governor's Summer Job Hunt has been instrumental in promoting cooperation among youth service

providers throughout the One-Stop system. Workforce Regions that have adopted this strategy have maximized youth resources, avoided duplication of services, provided seamless services, and have ensured that young people received the most appropriate services.

The Governor's Summer Job Hunt Program provides placement services and employment opportunities to youth seeking unsubsidized jobs for the summer. Services are provided to youth, ages 16 through 21, regardless of geographic boundaries, income, ethnicity, and special needs. Workforce regions are encouraged to serve 14 and 15 year olds as a regional option.

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

IV. POLICY/ADMINISTRATION

A. GENERAL GUIDELINES AND CHANGES FOR GSJH PY2013

1. Beginning in 2013, funding for the GSJH will be provided for a one year period. This will allow the workforce regions to utilize the Fall months to plan for the following year and to re-engage with the schools after the summer break, and to take advantage of the retail opportunities provided by the holiday season. Workforce regions should spend the majority of their funds during the summer months, retaining a portion of funds to cover planning, outreach, and participation in a season-ending debriefing session in the fall.

2. Outreach and promotional funding should be spent by June 30, 2013. Funding provided for program activities should be spent by September 15, 2013, and all staff time charging should cease by December 30, 2013.

3. 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.

4. GSJH staff should work closely with their Business Services units to enhance recruitment and planning efforts with local business/employer service strategies.

5. To provide effective and allowable outreach and promotional

activities, all workforce staff should be familiar with PGL 10-10-WP, <http://www.coworkforce.com/PGL/pgl/PGL1010WPUseofFundsAdvertisingOutreachActivities.pdf> and the USDOL financial bulletin attached to the PGL: <http://www.coworkforce.com/PGL/pgl/PGL1010WPAttach2USDOLR4FMB0210.pdf>

6. Data tracking: Workforce regions are responsible for data entry of GSJH applications, job orders and reportable services into Connecting Colorado. This should be done within 14 days of a service being provided. Referrals to jobs must be entered.

Recruitment, Career Exploration and Collaborative Partnerships are three key components of a successful GSJH Program which aims to provide youth with career exploration opportunities while providing employers with work-ready youth. Workforce regions are expected to provide services and be involved in the activities described below.

B. RECRUITMENT OF YOUTH: INCREASE IN PARTICIPATION

All workforce regions will make every effort to meet the minimum registration goals in Attachment 1. **(See recruitment goals by workforce region in attachment “1”).**

In order to achieve this goal, workforce regions should engage in the following activities:

- Local Youth Job Fairs or hiring events, in person or done in a virtual/on-line environment, will be held in all workforce regions as part of the youth recruitment process. Staff should contact each school district in its local area to coordinate activities.
- Workforce regions are expected to provide information about the availability of GSJH services to local middle schools, high schools and to 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.

- 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 State GSJH Coordinator. 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 workforce region is encouraged to utilize virtual/social networking tools (if the region allows) to recruit youth into their programs or to provide information assisting youth with employment opportunities. If this is prohibited locally, the GSJH Coordinator can be contacted for assistance at the state level.
- "How did you hear about us?," a field within Connecting Colorado (applicant screen), will be utilized to track return on investment for outreach, promotional and informational efforts. (See the **Reporting** section below).

**C. RECRUITMENT OF BUSINESSES:
INCREASE BUSINESS VISIBILITY AND PARTICIPATION**

To increase business visibility and participation in the GSJH Program, workforce regions are encouraged to engage in the following activities:

- All workforce 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 in the GSJH. Child labor law information may be accessed through the GSJH web page at: www.colorado.gov/cdle/youth
- Network with local community and faith-based organizations including churches, civic entities, service clubs and chambers of commerce to promote the GSJH.
- Contact the 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.

- 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.
- Emphasis on utilization of social media and networking tools (if the region allows) to recruit businesses to assist the workforce center in providing information to assist youth with employment opportunities is encouraged.
- Outreach and promotional activities need to be coordinated with and approved by the State GSJH Coordinator. 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 workforce 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 Connecting Colorado (employer screen), will be utilized to track the outreach, promotional and informational efforts of the return of investment. See comments under the **Reporting** section.

- Develop connections and integrate services with other workforce development programs, such as: local industry tours, the CareerReady Colorado Certificate Program, regional sector initiatives, key industries identified by your workforce region, apprenticeship programs, and any other programs that could benefit and promote the skill sets of youth to fill local labor market needs.

D. CAREER EXPLORATION:

Workforce regions should take a leadership role in providing information to youth about career exploration opportunities. To this end, workforce regions should provide information about apprenticeships, internships, and/or training opportunities available in the workforce region. Providing regional labor market information with an emphasis on high-growth, emerging industries is encouraged. Arranging and coordinating industry

tours for youth are also encouraged.

The State GSJH Coordinator will provide training for GSJH staff about career pathways to assist young people with learning about job options that are available as they progress through a career. (See Training Opportunities below).

E. COLLABORATIVE PARTNERSHIPS: EXPANDING LINKAGES

Workforce regions are encouraged to connect with or strengthen partnerships throughout their regions. By coordinating and connecting GSJH activities with other youth programs and community services, educational opportunities, and businesses/employers in high growth industries, workforce regions will ensure that each young person will receive the most appropriate service(s) based on his/her individual need(s). To expand workforce regions' collaborative partnerships, the workforce regions may select to do the following:

1. All workforce 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.
2. Workforce regions are encouraged to have GSJH staff participate and provide regular updates to their respective local youth council regarding the program and to seek opportunities from partners.
3. Workforce regions should be familiar with the Individual Career and Academic Plans, <http://www.cde.state.co.us/SecondaryInitiatives/ICAP.htm>, implemented as a result of Colorado Senate Bill 09-256, and explore ways to collaborate with partners in the school system.
4. 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.
5. Additional useful information regarding post-secondary work readiness can be found within the youth council toolkit, here: <https://www.e-colorado.org/File.aspx?ID=54633>

R. TRAINING OPPORTUNITIES:

In support of a successful GSJH, the State GSJH Coordinator will provide four training sessions to workforce center staff. A schedule will be published in the Youth Team Room on e-colorado in early Spring 2013. Training sessions are expected to occur prior to May 2013. The following topics will be covered:

- **GSJH 101:** For new GSJH Staff and other workforce center staff
- **Career Exploration:** Exploring career pathways through apprenticeships and/or internships
- **United States Department of Labor (USDOL) Youth Labor Laws**
- **Outreach, promotional and informational activities** for your GSJH Program.
- Additional topics by request and as time permits

V. GSJH 2013 CALENDAR OF EVENTS

- A calendar of events is available on the e-colorado Colorado Youth Program Team Room to serve as a guide for activities that are scheduled throughout the 2013 GSJH season. Workforce regions are expected to submit their event information to the State GSJH coordinator via email and during the team teleconferences to be posted in this calendar.
- The Annual GSJH Appreciation Ceremony will be held in August of 2013. Workforce 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.
- Workforce regions should plan to attend the “Think Big” Youth Programs Conference tentatively scheduled for late Spring 2013.

VI. DATA TRACKING AND EVALUATION

To evaluate the effectiveness of the GSJH Program, workforce regions must track the data elements below. These data will provide valuable information to the state and local staff as to how effective the workforce region's outreach, recruiting, and promotional activities are for both job seekers and employers. These data can be analyzed to determine how successful the GSJH program is in linking youth job seekers with jobs and career exploration experiences.

- A. Workforce Center staff are responsible for tracking data in Connecting Colorado for the following:

- The **Connecting Colorado program code for the GSJH (SJ)** is used for all youth registered as part of the GSJH Program; this includes job seekers who have received reportable services. A report using this program code can then be generated on a real time basis by state or local staff to analyze program registrations to date and to assist the local workforce region in assessing their progress to achieve their registration goals.
- All Workforce Center staff shall enter data in the employer (EM) screen in Connecting Colorado to identify the services provided to Employers. The three services that GSJH tracks are:
 - a) Youth Job Fair Assistance
 - b) Youth Services
 - c) Child Labor Laws

B. The “**How did you hear about us?**,” field in Connecting Colorado will be utilized to track the internal outreach, promotional and informational activities within the workforce region. With the ongoing statewide outreach, promotional and informational efforts, this will provide vital information for the workforce regions to achieve their promotional goals. This information is to be entered into the “How did you hear about us?” field on both the applicant and employer screens in Connecting Colorado.

C. **Wage Data** must be entered in Connecting Colorado for all youth who were placed in jobs during the GSJH. In February, 2014 when appropriate quarters of data are available, Wage data on GSJH participants will be available to identify entered employment results for the program.

VII. YEAR END REPORT:

Each Workforce Region is required to submit a year-end report. **The report is due October 15th, 2013, 30 days after the final day for reportable program activities, and should be submitted electronically to the State GSJH Coordinator at steve.wright@state.co.us.**

The report should be a minimum of three pages and should include the following:

- Participation outcomes of the local program,
- Information about services provided and activities completed,
- Best practices and successful strategies,
- Changes and improvements to be considered for the next program year, and
- Pictures and personal success stories.

Additionally, **at least one promising practice must be submitted** to the Team Room on e-colorado.org or to the GSJH Coordinator at the same time the final report is submitted. The following six (6) elements must be

included within the description of the promising practice:

1. Project Description
2. Partners/Basic Budget/Additional Resources
3. Target Audience
4. Outcomes
5. Benefits and Lessons Learned
6. Contact Information

VIII. GUIDELINES FOR USE OF GOVERNOR'S SUMMER JOB HUNT FUNDS:

1. GSJH staff may be hired as soon as January 2 and work through December 30, 2013. **September 15th will be the final day for reportable program activities and outcomes.**

GSJH staff workers are to be hired subject to the workforce region's personnel system rules and guidelines and may be paid **any appropriate** starting wage at the workforce region's discretion. Total costs for salaries and other program costs cannot exceed the total amount allocated to the workforce region. GSJH staff may work full or part time hours.

Each workforce 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.

All State-Run Workforce Centers are encouraged to spend 90% of their allotment by the end of July, 2013.

2. Funds may also be spent on other direct operating costs such as leasing and overhead costs, equipment, phone, supplies, etc.

3. Outreach and Promotional Activities

Each workforce region is provided a budget of One Thousand Dollars (\$1,000.00) to allow each workforce region to carry out outreach, promotional and informational activities for their GSJH program. Workforce regions are encouraged to partner with other workforce regions to leverage resources and purchase a larger quantity of desired outreach and promotional items at a lower cost. Funds shall be spent by June 30, 2013.

4. Each workforce region shall submit an Expenditure Authorization for these funds in response to receipt of a Notice of Funding Availability

(NFA) letter. The EA shall include a detailed description in the Statement of Work of the services to be provided as part of the workforce region's GSJH Program. Specific activities related to Recruitment, Career Exploration, and Collaborative Partnerships will be identified along with planned events, outreach and promotional activities, and any other innovative services to be implemented this year.

IX. IMPLEMENTATION DATE:

January 2, 2013.

X. INQUIRIES:

Please direct all inquiries to Steve Wright at Workforce Development Programs: (303) 318-8237 or Steve.wright@state.co.us

Elise Lowe-Vaughn, Acting Director
Workforce Development Programs

XI. Attachments:

Attachment 1 – GSJH Youth Recruitment Goals for 2013

Governor's Summer Job Hunt Program
Youth Registration Goals for PY2013

Adams	3100
Arapahoe Douglas Works!	3300
Boulder	1150
Broomfield	1000
Denver	5500
Eastern	1600
Jefferson	3000
Larimer	2200
Mesa	2100
Northwest	1000
Pikes Peak	4100
Pueblo	2200
Rural Resort	1000
South Central	1400
Southeastern	1500
Southwest	1000
Upper Arkansas	1350
Western	1100
Weld	2700