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DEPARTMENT OF LABOR AND EMPLOYMENT
WORKFORCE DEVELOPMENT PROGRAMS

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Category: WIA
Subject: Hire for Colorado Long-Term Unemployed Initiative
Source: Federal/State
Revise/Replace: N/A
Contact: Workforce Programs, Policy and Special Initiatives Director
Distribution: Managers, Workforce Development Programs Staff, Local Workforce Region Directors, Fiscal
Colorado One-Stop System Policy Guidance Letter#: 15-03-WIA
Date: February 17, 2015

I. REFERENCE(S):

a. Workforce Investment Act of 1998, Title I, 20 CFR Part 652 et al., effective August 7, 1998; and Sections 132-134.
b. PGL# 00-15-WIA1, Individual Training Accounts
c. PGL 08-17-WIA, Eligibility for WIA Programs, Attachment 2
d. PGL# 09-11-WIA, State Definition of Training Services
e. PGL #10-03-WIA, WIA Work Experience Opportunities and Youth Incentives
f. PGL# 10-10-WP, Use of Funds for Outreach, Advertising, Public Relations and Informational Activities
g. PGL# 14-03-WIA, On-The-Job Training
h. Website: www.hireforcolorado.com
i. Hire for Colorado Team Room – https://e-colorado.coworkforce.com/
j. Denver Business Journal, "Hickenlooper launches initiative to connect the long-term unemployed to jobs," January 8, 2015.

II. PURPOSE:

To provide policy, guidelines, and programmatic requirements for Local Workforce Investment Boards and local workforce regions to implement the Hire for Colorado Long-Term Unemployed Initiative (Hire for Colorado).

III. BACKGROUND:

The long-term unemployed face a unique combination of social, emotional and skill deficiencies caused by the duration of their unemployment that require intensive, individualized services to overcome. On January 8, 2015, Governor John Hickenlooper announced Hire for Colorado, a $3 million, federally-funded comprehensive reemployment program, to address the needs of the long-term unemployed while rapidly moving individuals back into the workforce. The new program utilizes many resources already offered through the state's workforce centers, but also

reaches out to the business community to make a pledge to hire the long-term unemployed.

Hire for Colorado will be implemented through a tightly coordinated effort among CDLE, the Office of Economic Development and International Trade (OEDIT), employers, and local workforce regions. Outreach to employers, employer pledges, and a regionalized marketing approach to job seekers comprise the major strategies of this program, which will serve a minimum of 300 long-term unemployed over two years.

Funding: WIA 25% Enhanced Dislocated Worker funds shall be provided through the Notice of Fund Availability (NFA) and Expenditure Authorization (EA) process. **WIA 25% Enhanced Dislocated Worker funds may be used to support the Hire for Colorado program, as well as to support the Dislocated Worker program. This PGL provides guidance specifically for the portion of the 25% Enhanced Dislocated Worker funds that each local workforce region sets aside for the Hire for Colorado program.**

Period of Performance: The current period of performance for the program is January 22, 2015 through June 30, 2016.

Geographic Areas Served: All local workforce regions in the state are eligible to participate.

IV: POLICY/ACTION:

A. Participant Eligibility

1. To meet eligibility for this program an individual must be:
   a. 18 or older and legally present in the United States;
   b. Registered with the United States Selective Service, if male;
   c. Long-term unemployed, defined as out of work for 6 months or more (26 or more weeks), or individuals who have exhausted unemployment benefits; AND
   d. Eligible in one of the WIA Dislocated Worker eligibility categories.

2. Eligible individuals may remain eligible even if they have accepted stop-gap employment prior to or during the program. Please refer to PGL 08-17-WIA, Eligibility for WIA Programs, Attachment 2, Page 6 for a full definition of "stop-gap employed" to determine program eligibility.

3. Long-term unemployed do not need to have a current or past Unemployment Insurance (UI) claim to be eligible.

B. Participant Recruitment

1. Within the eligibility group, Hire for Colorado targets individuals 50 years and older, Veterans, youth age 18 to 24, and ex-offenders/parolees. No priority is established for these populations except Veterans, but local workforce regions may utilize recruitment strategies to target these populations.
2. Veteran's Priority of Service applies to all Veterans and eligible spouses who meet the program's eligibility requirements.

3. Individuals who meet eligibility but fall outside of the target groups may still be served.
4. Eligible dislocated workers may be co-enrolled in Hire for Colorado and other appropriate regular, formula-allocated, enhanced and/or discretionary grant programs, such as the H-1B Technical Skills Training grant, if they meet eligibility requirements.
5. Long-term unemployed will be identified through the following methods:
    - Individuals signing up on the Hire for Colorado website, and
    - Through any other processes developed within workforce centers, including but not limited to open houses, virtual job fairs, etc.
6. CDLE will refer individuals via the website to the appropriate workforce center.
7. Local workforce center staff will make personal contact with individuals to schedule intake appointment and/or orientation and to verify eligibility.
8. The Hire for Colorado Team Room at contains a fact sheet for workforce center staff and other current documents to support program recruitment, including timelines for referrals and outreach.

C. Jobseeker Program Activities

Local workforce centers will assess eligible individuals to determine what services are necessary in an effort to help participants to gain needed skills and then match their skill sets to employers.

1. Work-Based Learning Services

- Work-based learning options that provide wages and job experience may include:
    - Paid internships
    - On-the-Job training (see PGL# 14-03-WIA)
    - Apprenticeships recognized by the USDOL Office of Registered Apprenticeship
    - Work Experience (see PGL# 10-03-WIA)
- Local workforce regions shall be responsible to ensure that workers' compensation insurance is covered for participants in work experience or internship activities.

2. Training Activities

- Skill upgrade training for reemployment may be provided through classroom training, online training, distance learning, and customized training strategies (see PGL# 09-11-WIA).
- Individual Training Accounts (ITAs) may be used for classroom and other training in conjunction with work-based learning opportunities, such as apprenticeships.
- Participants are required to utilize approved training programs on the Eligible Training Provider List (ETPL).

3. Supplemental Services

Supportive services may include, but are not limited to, the following as necessary to enable an individual to participate in training and/or work experience activities:

- Transportation costs
- Childcare
- Work-appropriate clothes, tools and materials
- Mental health or other necessary counseling
- Financial management and/or debt counseling.

4. **Reemployment Assistance**
   Local workforce regions should work with employer partners to ensure job placement of trained participants. Reemployment services may include but are not limited to:
   - Hiring events and Job Fairs (virtual and/or in person)
   - Job search activities
   - Career counseling
   - Skill assessments
   - Workshops
   - Interview preparation.

D. Program Enrollment and Activity

Some basic information on any individuals referred through the Hire for Colorado website will need to be tracked, regardless of eligibility status and/or program enrollment. Please refer to the pre-enrollment tracking and reporting process in the Hire for Colorado Team Room.

For those individuals that meet eligibility and program requirements, a unique Connecting Colorado sub-code combination has been identified to represent participant services provided in this program. Local workforce regions will use **DW** as the program enrollment code, and the sub-code **GL,** for eligible participants. The subprogram code "GL" must be created locally by MIS staff.

Co-enrollment in other programs, where it will benefit the participant, is allowed and encouraged.

E. Case File and Documentation Requirements

Case files should clearly demonstrate program eligibility with documentation and case notes about how the participant qualifies for the program. The following documentation is required:

1. Required documentation includes verifying age, authorization to work in the U.S., Selective Service status, and Veteran's status (basic WIA requirements).
2. Documentation must reflect Dislocated Worker eligibility following WIA DW documentation requirements.
3. Long-term unemployment may be verified with an allowable CUBS screen printout, letter of layoff, or self-attestation if no other documentation is available. Long-term unemployed status does not have to be tied to a current or previous UI claim.
4. The case file may include an Individual Employment Plan (IEP), career assessment data, and analysis of the skill sets needed for re-employment and must be documented in participant case notes.
5. Participant progress and case management updates should continue to be documented throughout the program enrollment period.
6. Follow-up contact must be documented after the participant enters permanent employment for 12 months post-exit.

F. Tracking and Reporting Requirements

1. Weekly Reporting

- Local workforce regions are required to update a report by 3:00 PM every Monday that covers all activity for the preceding week using the Weekly Reporting Template, which will be available in the Hire for Colorado Team Room.
- Success stories, testimonials, and best practices should be collected by each local workforce region and submitted in the weekly report.
- The report must be sent via email to the Hire for Colorado Program Coordinator.

2. Closeout Report

- Local workforce regions are required to submit a one-time Project Closeout Report to the State within 90 days of the end of the program. A template will be available in the Hire for Colorado Team Room. A brief narrative outlining the highlights, problems encountered, and any feedback on the program should be included with this final report.
- The report must be sent via email to the Hire for Colorado Program Coordinator.

3. Other reports

Additional reports may be required for reporting to the Office of the Governor. Local Regions will be notified should additional reporting be required.

G. Performance Requirements

Based on the funding source for this program, participants will count towards Dislocated Worker performance measures. Local workforce regions are expected to meet or exceed the Dislocated Worker Common Measures for their region. Participant targets for each local workforce region should be included in the Expenditure Authorization charts.

H. Roles and Responsibilities

This is an overview of respective roles for the program. <u>Timeframes and process for the roles and responsibilities outlined below are included in the Jobseeker and Employer Process documents in the Hire for Colorado Team Room.</u>

1. With Jobseekers

a. <u>Colorado Department of Labor and Employment</u>

- Retrieve and sort individual contact information from the Hire for Colorado website;
- Provide regular updates to local workforce regions and assist with initial eligibility by uploading available documentation to Connecting Colorado;
- Conduct project awareness and provide technical assistance for workforce centers;
- Provide templates to workforce centers for contact with jobseekers;
- Provide a tracking template for workforce centers to track jobseekers;
- Collect Tracking Information/Success Stories/Outcomes from workforce centers.

b. Workforce Center Staff
   - Identify staff program lead to interact with CDLE and notify the State Program Coordinator;
   - Receive and review the online Hire for Colorado Job Seeker spreadsheet daily;
   - Make at least three personal contact attempts to jobseeker(s) in the relevant service area after receiving Hire for Colorado Job Seeker information from CDLE and track attempted contacts;
   - Schedule appointment or orientation with job seekers;
   - Determine eligibility;
   - Close out unresponsive jobseekers from the program in Connecting Colorado and document in case notes;
   - Conduct follow-up processes, including interaction with Business Services for employment opportunities;
   - Track data and maintain a file of best practices and success stories that can be shared with various stakeholders.

2. With Employers

a. Colorado Department of Labor and Employment
   - Create tracking code in Connecting Colorado to identify participating companies;
   - Review Hire for Colorado website daily for new employer pledges;
   - Contact employers for additional demographics as needed to ensure proper referral to workforce center staff program lead;
   - Provide templates to workforce centers for contact with employers;
   - Review business services contacts in Connecting Colorado for tracking purposes;
   - Provide information to partners to recruit and educate additional businesses on the program;
   - Generate outcome-based report to Governor's Office and other interested stakeholders on demand.

b. Workforce Center Staff
   - Make personal contact with employers referred by CDLE;
   - Contact local employers to encourage participation in the Hire for Colorado program and refer interested employers to the Hire for Colorado website;
   - Work with employer partners to ensure job placement and advancement of trained participants;
   - Business Services Units will continue working with employer partners using processes already in place to assess and screen unemployed participants for job openings, identify skills and training gaps, and develop work experience opportunities where appropriate;
   - Perform needs assessments with employers regarding current openings and future hiring needs;
   - Business Services staff will coordinate with jobseeker caseworkers to align company needs with jobseeker skills;
   - Business services staff will educate employers on workforce center services;

- Track data and maintain a file of employer engagement success stories that can be shared with various stakeholders and reported weekly.

I. Other Programmatic Requirements

The State requires local workforce regions to participate in reporting and sharing of best practices, and to attend regularly scheduled meetings (virtual or in-person) with the Hire for Colorado Program Coordinator throughout the life of the program.

J. Outreach, Marketing and Promotional Guidelines, Limitations, Constraints

All outreach activity, marketing, and promotional expenses must be allowable pursuant to OMB Federal accounting principles and applicable circulars. Refer to PGL# 10-10-WP – Use of Funds for Outreach, Advertising, Public Relations and Informational Activities for additional information and requirements. Marketing materials shall include the specific language identified in the current executed Workforce Development Programs (WDP) Agreement (Exhibit D Funding Provisions, Part 1, 1.5 ACKNOWLEDGEMENT FOR PRODUCTS DEVELOPED IN WHOLE OR IN PART WITH WIA AND/OR WP FUNDS).

K. Monitoring and Oversight

State monitoring of grant performance will be conducted by the Workforce Development Programs monitoring staff as part of regional annual compliance monitoring and program reviews. Local workforce regions must also monitor the program in accordance with local internal monitoring policies.

L. Allowable Costs

Funds may be used for the following allowable costs for the Hire for Colorado program:

- Up to 10% for direct and indirect costs related to the administration of the program;
- Activities identified in the Statement of Work of an executed Expenditure Authorization;
- Outreach, intake, assessments, case management, and other program activities;
- Monitoring activities that directly support the activities and functions of this program;
- Staffing costs;
- Direct participant costs, such as training and work-based learning activities;
- Supplemental services.

Cost per participant of up to $10,000 is allowable to encourage work-based learning opportunities such as On-the-Job Training, paid internships, apprenticeships, and work experiences. This figure includes all direct and indirect costs. This figure does not include tax credits such as the Work Opportunity Tax Credit (WOTC).

V. IMPLEMENTATION DATE: Effective immediately.

VI. INQUIRIES:

Please direct all inquiries to Tom Morgan, Regional Liaison/Hire for Colorado Program Coordinator, Workforce Development Programs, Tom.Morgan@state.co.us, (303) 318-8191.

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