



Category/Subject: Governor's Summer Job Hunt 2014
Colorado Policy Guidance Letter#: WP-2014-01 (prior #14-02-WP)
Revise/ <u>Replace</u> : 13-04-WP
Date: February 12, 2014
Distribution: Managers, Workforce Development Staff, Workforce Region Directors, Fiscal

**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 83; PGL FIN-2001-01: Property Management; and PGL FIN-2010-01: Use of Funds for Advertising and Outreach

**II. PURPOSE:**

To provide guidelines to the Workforce Regions for the 2014 Governor's Summer Job Hunt (GSJH) program, including updates to the data reporting process, the ability to use additional GSJH funds for outreach and promotional activities along with expanding the timeframe to use those funds, and terminology updates regarding the annual/end of season report.

**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 PY2014**

1. Funding for the GSJH will continue to be provided for a one year period. This will allow the workforce regions to utilize the fall months to plan for the following year re-engage with the schools after the summer break, and take advantage of the retail opportunities offered 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 previously was allocated at \$1,000 per region and was to be spent by June 30 each year. **New for 2014**, regions will be able to allocate up to \$2,500 of their budget to be used for outreach and promotional activities, and the funds will be good for the entirety of the grant, which will expire December 31, 2014.

3. Regions are encouraged to explore the use of technology, including scanners and laptops or tablets to capture reportable services such as attendance at workshops, job fairs, or other activities. Regions should explore the option to purchase this technology utilizing a portion of their Governor's Summer Job Hunt budget, or other program resources, keeping in mind local procurement requirements for IT purchases. To help with implementation of this initiative, regions will be provided with an updated Governor's Summer Job Hunt Manual, which will highlight best practices across the state in using technology for the GSJH program.

4. 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, available at

<https://e-colorado.coworkforce.com/>

will contain information such as: Governor's Summer Job Hunt Meeting Agendas and Minutes, upcoming events, a bulletin board to share information, helpful resources, trainings, child labor laws and a listing of GSJH contacts throughout the state.

5. GSJH staff should work closely with their Business Services unit to enhance recruitment and planning efforts in alignment with local business/employer service strategies.
6. To provide effective and allowable outreach and promotional activities, all workforce staff should be familiar with PGL 10-10-WPat: <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>
7. 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 also 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 should make every effort to meet the minimum registration goals in **Attachment 1: GSJH Youth Recruitment Goals for 2014**. 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, should 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. Regions should explore training community partners to become familiar with Connecting

Colorado and to encourage and assist their youth in registering.

- Collaboration should occur 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. Local regions are encouraged to share all opportunities such as workshops, job fairs, or other activities with the state GSJH coordinator, and at the local region request, these activities can be posted on the GSJH facebook page:  
<https://www.facebook.com/pages/Governors-Summer-Job-Hunt/132607193583933>
- "How did you hear about us?," a field within Connecting Colorado (applicant screen), is to 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](http://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, and provide regular updates to the local youth council
- 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), is to 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 Staff 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 elect 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 similar opportunities with partners.
3. Workforce regions should be familiar with the Individual Career and Academic Plans available at: <http://www.cde.state.co.us/SecondaryInitiatives/ICAP.htm>, and implemented as a result of Colorado Senate Bill 09-256, to 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, at:  
<https://e-colorado.coworkforce.com/File.aspx?ID=54633>

#### **F. STAFF 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 2014. Training sessions are expected to occur prior to May 2014. 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

#### **G. GSJH 2014 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 2014 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 fall of 2014. 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 planned for late spring, 2014.

#### **V. DATA TRACKING AND EVALUATION:**

To evaluate the effectiveness of the GSJH Program, workforce regions must track the data elements discussed 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. This data can also be analyzed to determine how successful the GSJH program is in linking youth job seekers with jobs and career exploration experiences. Historically, the Summer Job Hunt Report (SJ) was used to collect and report data. **New for 2014**, regions should use the A7 report

in Connecting Colorado.

A. Workforce Center staff is expected to enter data in Connecting Colorado for the following:

- The Connecting Colorado program code for the GSJH (SJ) has historically been used for all youth registered as part of the GSJH Program. Going forward, regions may choose to continue to use this code and the SJ report, but it is recommended that regions switch to utilizing the A7 report and eliminate enrolling youth in the SJ program code. The A7 captures youth data in the far right column, including registration data on line 1, total staff assisted services on line 10, total number of referrals on line 12, and entered employment data on line 19.
- To run the **A7 Report**:
  - Log in to Connecting Colorado
  - Click on Reports
  - Click the A7 Report under “other” on the right side of the screen
  - Enter your date range, for example, 2/1/13 – 9/30/13
  - Enter your region alpha code
  - Run as “aggregate”
  - A brief tutorial video is available for running the A7 report, thanks to Todd Nielsen, with Denver’s Office of Economic Development/Workforce Development at:  
<http://screencast.com/t/xxJ3e38DMn>
- 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** from Unemployment Insurance records is the primary source of data used to capture entered employments in Connecting Colorado for all youth who were placed in jobs during the GSJH. In February, 2015 when appropriate quarters of data are available, Wage data on GSJH participants will be downloaded to Connecting Colorado to provide the final program outcomes. Until that time, staff may enter supplemental data on the Termination screen regarding

entered employments, if such data becomes available from contacts with the youth or businesses.

## **VI. SEASON END REPORT:**

Each Workforce Region is required to submit a season end report. The timing of the report is designed to capture a majority of activity for the year, and will allow for sharing of promising practices and additional planning in the fall. **The report is due October 15<sup>th</sup>, 2014, and should be submitted electronically to the State GSJH Coordinator at: [steve.wright@state.co.us](mailto: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
- Pictures and personal success stories
- Copies of flyers, collateral/outreach/promotional material created, and other material created under this program.

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

## **VII. GUIDELINES FOR USE OF GOVERNOR'S SUMMER JOB HUNT FUNDS:**

1. GSJH staff may be hired as soon as possible after expenditure authorizations have been fully executed, and work through December 31, 2014. **September 30<sup>th</sup> will be the final day for reportable program activities and outcomes** to count for GSJH 2014 performance reporting

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 that are charged to the GSJH grant cannot exceed the total amount allocated to the workforce region. However, costs over the allocated amount may be charged to other grants such as the Wagner-Peyser or Employment Support Fund formula grants. 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.

2. Funds may be spent on other direct operating costs such as leasing and overhead costs, equipment, phone, supplies, and (New for 2014) technology equipment, such as scanners and laptops or tablets, subject to an approved EA. In addition, any single item costing \$5,000 or more is subject to the requirements of PGL 01-12-F4: Property Management (section IV.B.2) related to obtaining approval from CDLE before purchase of such items.

### 3. Outreach and Promotional Activities

Each workforce region may allocate up to \$2,500 of their budget to perform 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 must be spent by December 31, 2014.

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.

## **VIII. IMPLEMENTATION DATE:**

February 1, 2014.

**IX. INQUIRIES:**

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

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Elise Lowe-Vaughn, Director  
Workforce Programs, Policies and Strategic Initiatives

**Attachments:**

1. GSJH Youth Recruitment Goals for 2014