Executive Summary
Job Driven NEG Self-Assessment

Coordination Services Site Visit
Lackawanna Workforce Investment Area

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<tr>
<th>LWIB</th>
<th>Enrollments</th>
<th>Expenditures</th>
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<tr>
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<td>Planned</td>
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<tr>
<td>Lackawanna County</td>
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<td>12</td>
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*NOTE: Enrollments & Expenditures are based on total contract award Through September, 2015 Reports;

**Background:** On September 24, 2015 Dr. Robert G. Garraty, representing Community Workforce Advancements, met with the following representatives from the Lackawanna County Workforce Investment Area (LCWIA):

- Ms. Virginia Turano, Executive Director, Lackawanna County Workforce Investment Board (LCWIB);
- Ms. Cathy Gerard, Site Administrator, PA CareerLink Lackawanna County;
- Mr. Bill Leonard, Project Manager, PA CareerLink Lackawanna County;
- Mr. Chris von Ahnen, Job Developer/Case Manager, PA CareerLink Lackawanna County.

The purpose of this meeting was to conduct a Coordination Services Site Visit to support the Job Ready - National Emergency Grant (JD-NEG) Initiative. Prior to the meeting the participants had an opportunity to review JD-NEG Self-Assessment material in order to prepare for the site visit. During the course of the meeting the participants discussed a number of items including the WIB's initial plan, on-going revisions to that plan, the work to date, potential adjustments and innovative changes the WIB plans to make for the balance of the year. Also discussed was what has been learned via the implementation of this initiative that will impact the LCWIB as it prepares for the requirements and expectations of the Workforce Innovation and Opportunity Act (WIOA).

**Overview:** Those in attendance agreed that the LCWIA will not have a problem in reaching both their spending and performance goals for this grant. This opinion is based on their ability to implement a successful JD-NEG and related strategic marketing plan for both area employers and long-term unemployed job-seekers. Whereas they still find many job-
seekers who build “self-imposed” barriers to job attainment, they believe they can break through these barriers with the help of good number of decent job opportunities and individual counseling. Their view is that, to date, they have been successful in meeting their original plan to date. Given the number of delays connected with the overall start-up of the initiative (including, but not limited to, the various impacts of dual over-lapping time periods for grants as identified in the Berks County WIB JD-NEG Report), the initiative did not have the focus it now has. There were some issues raised that could lead to system innovations.

1. **Multifaceted Strategic Marketing Efforts:**

   Whereas many local workforce areas have expressed a concern with the identification of potential eligible job-seekers and employers for the JD-NEG initiative, this WIB has addressed the problem head-on with a fully developed multifaceted strategic marketing effort. Given a private sector marketing background of an employee who works with the JD-NEG initiative (Chris von Ahnen, Job Developer/Case Manager, PA CareerLink Lackawanna County), the office addresses at least 10 different ways to attract job-seekers and employers to this program.

   A poster has been developed focusing on the JD-NEG initiative and was blown up and placed in places where long-term unemployed job-seekers congregate like local libraries, food banks, grocery stores and job fairs (see Attachment 1). An On-the-Job (OJT) Fact Sheet was developed for employers which informs the job creators of the ability to received sliding scale reimbursement (see Attachment 2). Of particular interest is the successful effort to put up 7 Billboards for the display of *Get Back to Work* PA CareerLink advertisements in public places alongside highways.
or on the sides of buildings around the County. Mr. Ahnen “cold-called” Lamar Advertising and convinced the management to work with the PA CareerLink to display the billboards. (see Attachments 3 & 4). Also, as part of the marketing plan, there are numerous mass email mailings to long-term unemployed as identified by unemployment compensation data and employers as identified by previous job orders. Finally, as if to top off the entire strategy, the emails have automatic links to the social media sites of Twitter @Careerlinklack and Facebook PA Careerlink Lackawanna.

When checked, both sites were up-to-date with very recent postings. The Marketing plan is quite extensive and is a best practice for the rest of the Commonwealth.

2. The Potential of focusing on the “Underemployed:"

As explained in other JD-NEG reports, according to the recent Training and Employment Guidance Letter WIOA No. 3-15, Operating Guidance for the Workforce Innovation and Opportunity Act (WIOA) dated July 1, 2015, the United States Department of Labor (USDOL) recognizes that there is a significant population of job seekers who are underemployed. What the Lackawanna County WIB is discovering is that there are many individuals who meet the definition of underemployed as spelled out in the recent USDOL correspondence:

- “Individuals employed less than full-time who are seeking full-time employment;
- Individuals who are employed in a position that is inadequate with respect to their skills and training;
- Individuals who are employed who meet the definition of a low-income individual in WIOA sec. 3(36); and
- Individuals who are employed, but whose current job’s earnings are not sufficient compared to their previous job’s earnings from their previous employment……”

In the Guidance Letter, the USDOL also encourages states and local areas to develop policies and procedures for determining underemployment for both adult and dislocated workers. So what the JD-NEG initiative has shown is that to be truly innovative in order to meet the needs of the community, some adjustments need to be made in the ability to work with the underemployed workers in the LCWIB area. This WIB and others, have requested a template which they could utilized for board action to focus on the Underemployed.
**Conclusion:** The Lackawanna WIB is expected to meet initial JD-NEG expectations and should be congratulated as a WIB which could show a best practice that could be used by other WIBs across the state.

Addendum: It is understood that during October 2015 there were 8 additional JD-NEG participants (2 OJTs and 6 ITAs).
Have you been UNEMPLOYED for more than 26 weeks? Have you exhausted your UNEMPLOYMENT BENEFITS?

YOU may be eligible for A$$ISTANCE under a special grant!

- Training Funds for eligible programs and certificates
- Incentives for employers to hire you!!!
- Peer counseling available
- Workshops on resume writing and preparing for an interview
- Short-term COMPUTER CLASS on-site that provides the basics
- Assistance of Job Developer to help narrow your job search

For more information contact:
Bill, Project Manager – (570) 344-0564
Chris, Job Developer – (570) 344-6875
Or Visit
PA CareerLink® Lackawanna County, 135 Franklin Avenue, Scranton, PA

EMERGE FROM THE CROWD AND GET BACK TO WORK!

The PA CareerLink® Lackawanna County is HERE TO HELP!

Auxiliary aids and services are available on request to individuals with disabilities
Equal Opportunity Employer/Program
ON-THE-JOB TRAINING (OJT) FACT SHEET

OJT is available to the local business community and provides a 50-90% hourly wage reimbursement for new hires. A sliding scale reimbursement is based on the following: 90% for employers with 50 or fewer employees; 75% for employers with 51-250 employees; and for employers with more than 250 employees, a 50% reimbursement is allowed. OJT must be utilized for Workforce Investment Act (WIA)-eligible persons (Dislocated Workers or low-income Adults). Call us before you hire to see if you and/or a potential hire qualifies for these training resources.

- Position offered must be full-time permanent as defined by the individual company at a minimum rate of $10.00/hour or more.
- A new hire must be a direct employee of the company, not a “temp. to hire”.
- A new hire needs to be qualified for services under the Workforce Investment Act (WIA) of 1998 either as a Dislocated Worker or as an income-eligible adult. Please call the number below for further information.
- Funding of 50-90% is determined based on company size (number of employees the company employs at local site).
- New hires cannot have worked for the prospective employer in any capacity (past employee, contractor, leased or temporary).
- Training funds cannot be utilized if the new hire would displace any currently employed worker or any employee that is on layoff from the same job as the new hire.
- On-the-Job Training Agreements must not impair existing contracts for service or collective bargaining agreements.
- An On-the-Job Training Master Agreement/Addendum will be negotiated defining the details of the program. Included will be items such as the training outline provided by the company, start date, training time frame (the number of hours or weeks to be reimbursed), and the total contracted amount.
- Orientation, holiday, vacation, sick leave and overtime are not included as reimbursable hours.
- Invoices will be provided to track and submit training time for reimbursement. Progress reports are also provided to track employee progress/skill levels. Invoices and progress reports must be received within 10 days after the conclusion of any given month.
- The contract time frame is based on the following factors: training outline as provided by company, the difficulty of the occupational code, the classification of the occupation, any new skills which need to be acquired to perform the job successfully, and the skill gap of the new hire.

The company is required to:
- Monitor and support the newly hired employee while in training.
- Retain the new hire as a permanent employee upon satisfactory completion of the contract.
- Provide notification of any pay increase during the course of the contract to ensure continued 50-90% reimbursement (contract amendment).
- Provide notification if the new hire leaves or is terminated during the contracted period.
- Provide notification if the new hire is not performing work to the company’s expectations during the course of the contracted period.

Should you have any questions, please contact Chris von Ahnen at 570-344-6875.

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Equal Opportunity Employer/Program
## Career Link Digitals

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**Misc:** START 8/3

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**Location:** D CITY-RT 6 @ SHORTEN HOMES  
**Current Advertiser:** BLUE CROSS BLUE SHIELD  
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**Location:** DNMR-I81 NB 700' S/O DRINKER ST (EX186)  
**Current Advertiser:** PENNSYLVANIA RV & CAMPING ASSOC  
**Misc:** START 8/20

**Total Weekly Impressions:** 345563

*Impression values based on: 18+*
Unemployed?

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LACKAWANNA COUNTY
HERE TO HELP!
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Lamar

REVISION 1
BULLETIN
DIGITAL

Date: 8.3.15

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