



**BUILDING
CHANGES**

**END HOMELESSNESS
TOGETHER**

Photo © Bill & Melinda Gates Foundation/Michael Hanson



Making Rapid Re-Housing Work: Helping Households Increase Income webinar

August 14, 2014

Today's Objectives

- Learn new strategies that help families in rapid rehousing become self-supporting
- Be prepared to bring these strategies back to your County
- Get connected to others in the field for peer-learning

Presenters

- **Vashawn Basnight**

- Reemployment Specialist, WorkSource Everett

- **Sarai Orth**

- Eastern Washington Branch Manager, Career Path Services

- **Byron Cregeur**

- Executive Director, Shared Housing Services

Logistics

- Webinar will last 90 minutes
- Approx. 15 minutes are reserved at the end for Q&A
- Attendees can pose questions at any time through the “Question” function found in the GoToWebinar toolbar
- Attendees are muted due to the high number of participants
- Please fill out the short evaluation that will be sent via e-mail after the webinar



Background

- Ending Family Homelessness partners
 - Housers
 - DSHS
 - Workforce
 - others
- Rapidly re-housing TANF families experiencing homelessness

Rapid Re-Housing and Increasing Income

- Housing costs and TANF benefit are not compatible or long-term:
 - **Three person family size** TANF cash benefit is \$478/month
 - Five year life-time limit
- Two strategies
 - Employment
 - Shared housing



Learning From Each Other

- Making connections between like-communities
- Supporting peer-learning to disseminate best practices



Employment Services



Vashawn Basnight

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General Services

- Labor market information
- Assessment tools and skill development
- Training and workforce development resources
- Individual employment plans
- Job search and placement assistance
- Onsite resources and assistance
- Referrals to community and supportive services

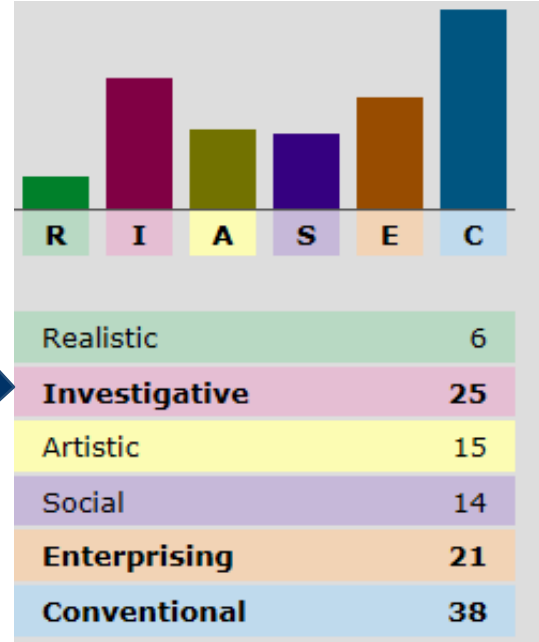
Interest Profiler

Here's how it works...

The O*NET Interest Profiler has 60 questions about work activities that some people do on their jobs.

Read each question carefully and decide how you would feel about doing each type of work:

- Strongly Dislike
 - Dislike
 - Unsure
 - Like
 - Strongly Like



Here are your Interest Profiler results!

Think of your interests as work you like to do.

Your interests can help you find careers you might like to explore. The more a career meets your interests, the more likely it will be satisfying and rewarding to you.

You can click on any interest below to learn more. When you're ready, click **Next** to continue.

- [Realistic](#)
- [Investigative](#)
- [Artistic](#)
- [Social](#)
- [Enterprising](#)
- [Conventional](#)

Explore the Job Zones

Select each Job Zone below to read more about the experience, education, and training needed. Read carefully to find the Job Zone that's right for you.

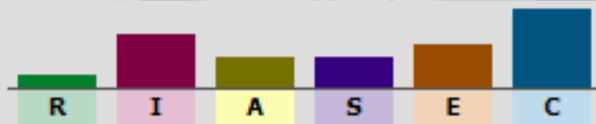
You can click on any Job Zone below to learn more. When you're ready, click **Next** to continue.

1. [little or no job preparation](#)
2. [some job preparation](#)
3. [medium job preparation](#)
4. [high job preparation](#)
5. [extensive job preparation](#)

Click to change your Job Zone:

1 2 **3** 4 5

Job Zone Three
medium job preparation



Careers that fit your interests and preparation level:

Best fit Great fit

Bright Outlook

green

REGISTERED APPRENTICESHIP

[Bookkeeping, Accounting, & Auditing Clerks](#)



[Court Reporters](#)



[Executive Secretaries & Executive Administrative Assistants](#)



[Human Resources Assistants](#)



Job Ready Pyramid

Intensive
Services

Employment
Services

Barrier Removal &
Life Skills

New Strategies or Tools

- Co-locate both housing and re-employment services in one location
- Build a job retention workshop for clients
- Expand workshop offerings
- More active subject matter experts

Best Practices

- Co-enrollments between various programs
- Match training opportunities to employer needs
- Case management opportunities
- Earlier identification when training is necessary
- Follow-up after clients secure employment
- Provide & discuss labor market info with clients

NETWORK with WORKSOURCE



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Join WorkSource Snohomish
Healthcare or Manufacturing
LinkedIn groups



twitter.com/WorkSourceSnoCo



Employment Strategies

Achieving Outcomes with Homeless Job-Seekers

Sarai Orth, Career Path Services

Who Are We?

- Career Path Services provides employment and training programs to disadvantaged populations across the State of Washington. We serve TANF adults through a contract with the Department of Commerce.
- Many TANF customers experience barrier issues, including homelessness, which can make job search and securing employment particularly challenging.
- In the last program year, we successfully placed over 500 TANF job seekers into employment with an average wage of \$11.10 per hour. Nearly 70% of these placements were FULL TIME.

Employment Success- A 2-Pronged Approach

- Client Centered Services
 - How we prepare the customer for their job search
 - Today I will talk about identifying and sustaining customer motivation and preparing them to market themselves to employers
- Employer Centered Services
 - What we can offer to the employer customer.
 - Today I will talk about a paid-internship model

Client Centered Services- Vocational Case Management

All customers have strengths and skills- A strong upfront assessment is necessary to set the stage.

Tools: O-Net Interest Assessments, Bev Ford Materials, Workforce Explorer

The goal from the very first meeting is to help the customer recognize their value, what they can contribute, and to practice talking about their skill set.

You should ensure that the customer knows where to locate employers and what to say, including how to market your employment services, where applicable.

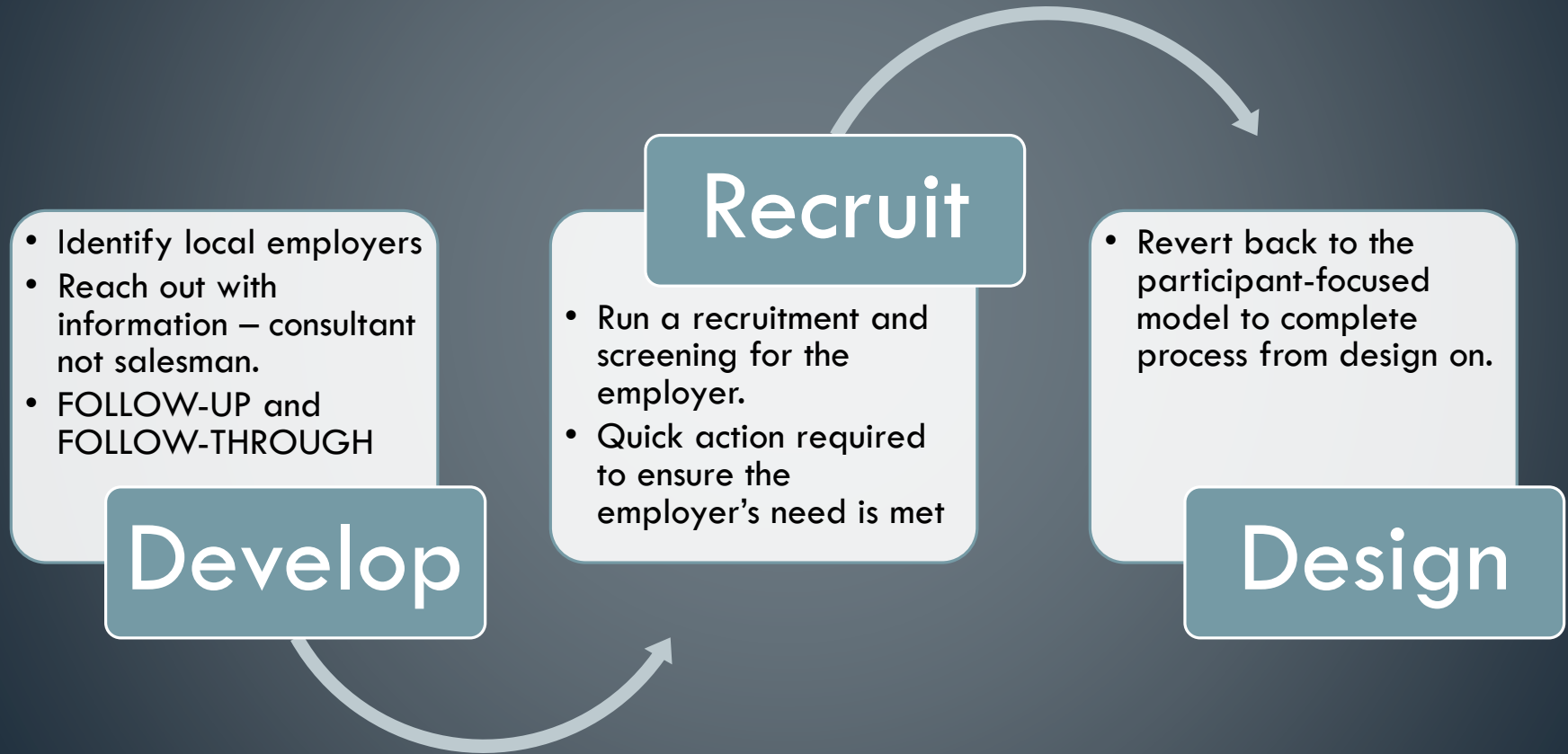
MODELING the behaviors that we want to see is key.

My name is Jessica. I am looking to develop a career as a caregiver. I'm currently a client with Career Path Services and as such am eligible for their free internship program. Their free internship program would enable me to work at your facility for up to 256hrs free of charge during training. I'm calling today to see if you have any current openings for caregivers and to see if you would be interested in taking advantage of the free internship program.

Client Centered Services- Holistic Case Management

- Prioritization- Help the customer determine the FIRST thing they need to do; then create a to-do list.
- Access to Resources- Don't over-tool, be specific. Call ahead if you can help the customer get connected.
- It is possible for customers experiencing homelessness to make progress on securing housing AND employment. It begins with feeling empowered and having clear action steps and is sustained by “small wins” , frequent check-ins, and continual support.

Employer Focused Services- Paid Internship Model



In Summary

- Everyone has skills and strengths that they can contribute to the workforce- some might need help identifying them.
- Customers experiencing homelessness or other life issues need flexibility, encouragement, and coaching to keep them focused on the end goal and help them juggle the multiple priorities of securing housing and finding work.
- Employers need everyone at the table! Relationship building with employers is a necessary element of a successful placement program. If we can meet the employer need, we will also meet the customer's need as well.
- Paid, on-the-job training is a WIN/WIN for the job seeker and the employer and has been the most successful model for helping job seekers connect to work and maintain employment.

Employment Strategies

Achieving Outcomes with Homeless Job-Seekers

Sarai Orth, Career Path Services

Additional resources mentioned by Sarai Orth during webinar:

- Play list of 16 of Bev Ford's YouTube videos on topics such as Engaging and Motivating the hard to serve, abandonment vs. empowerment, motivation and change:
<http://www.youtube.com/watch?v=oNcrdwJXETQ&list=PLb7oMsKHbbZzwVGgUkXARzfTFY4Phf-bl>
- The materials that we use in our customer orientation and job clubs come from Bev Ford's Group Power and Making Case Management Work: <http://asm-associates.com/president.htm>
- NOTE: Some of these resources may be available to you at no cost through your LPA (Local Planning Area). There is an LPA in every county in WA State—it is a partnership of DSHS, Community Colleges, Commerce Contractors, Employment Security, and other Community Partners. Susan Kempf, who is the Commerce LPA Liaison for the State, has the materials right now but will be dispersing them to the local areas sometime very soon!



Increasing Income Through Shared Housing

Byron Cregeur
Executive Director
Shared Housing Services

Adult Home Sharing

- Matching home owners with home seekers in a symbiotic roommate relationship
- Community helping community
- Using existing resources

Home Share Clients

- Homeowners
 - Help homeowners stay housed
 - 59% low-income
- Home seekers
 - 97% low-income
 - 55% homeless

Matching Process

- Components:
 - Introduction
 - Inspection
 - Mediation
 - Human element is key
- Successes:
 - **86%** of adult home sharing matches reached 90 days
 - Those matches that reached at least 90 days averaged **26 months**.
 - 109 matches made in 2013

Program Liability & Risks

- Client backgrounds
 - Criminal history
 - Reference calls
- Signed agreements, releases

Program Challenges

- Increase in monthly rent requests by home owners
 - Solution: Funds for shallow monthly rent subsidy of \$100 - \$150 would increase matches
- Housing home seekers with mental illness
- Few home owners will accept someone who smokes or has an animal
- Matching families of three or more

Best Practices

- Seek homeowners first
 - Through churches, non-profits, coalitions
 - Get the word out
- Run a pilot of 3-5 homeowners and work with non-profit who connects to home seekers
- Start practicing the matching elements
 - Human element is key

New Programs

- “Host Home”
 - Home sharing for youth & young adults experiencing homelessness

Underserved Populations

- Family home sharing
- Matching home seekers in a two bedroom apartment
- Housing program for single homeless women

Q&A

Contact Information

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Upcoming Webinars

Progressive Engagement in Practice: Tools for Implementation

Wednesday, October 1st, 2014

10:00 am – 11:30 am

Building Partnerships: Making the Connection between McKinney-Vento School Professionals, Housing, and TANF WorkFirst

Thursday, October 23rd, 2014

10:00 am-11:30 pm

Working with Landlords: Engagement, Fair Housing/Landlord Tenant Law, and the Balance of Both

Wednesday, November 19th, 2014

10:00 am-12:00 pm