

Abstract

Workforce Innovation Fund Application

Applicant Name:

DeKalb Workforce Investment Board

Applicant Category:

Consortium of Workforce Investment Boards

Lead Applicant City/State:

Decatur, GA

Areas Served:

Cherokee County, Cobb County, Clayton County, DeKalb County, Douglas County, Fayette County, Fulton County, Gwinnett County, Henry County, Rockdale County (Performance Sites: GA-005; GA-004; GA-011)

Project Name:

Metro-Atlanta LWIA Project to Aid the Long-Term Unemployed

Funding Level Requested: \$2,019,094.00 technical costs

\$ 48,260.00 evaluation costs

Project Type: A

Description of Proposed Project:

The Metro-Atlanta Local Workforce Investment Area (LWIA) Consortium in partnership with Manpower is requesting funds from the U.S. Department of Labor's Workforce Innovation Fund Grant to provide services to the long-term unemployed. The Consortium is a collaboration of five workforce investment areas, spanning ten culturally and economically diverse counties across Atlanta's metro area. The project will operate from July 1, 2012 to June 30, 2015 and will focus on providing subsidized work, work readiness and short-term training to the long-term unemployed. Statistics consistently reveal that services are needed for this population of the unemployed since they are least likely to return to the labor market due to the unique barriers

that they face. The stigma that the long-term unemployed experience due to their length of unemployment leads to discrimination by some employers that only seek to employ workers that are currently or recently employed. The Consortium's project seeks to remove this stigma by providing subsidized work-experience to the target group. Job subsidies will provide recent work experience thus making them more attractive to potential employers. Manpower will act as a robust intermediary, matching participants to employers via their strong ties to the employer community.

A key component of the project will be to assist the target group in ameliorating the skill atrophy that the long-term unemployed experience as the length of their unemployment increases. Through its partnership with Manpower, the Consortium will give program participants access to short-term skills training and enhancements through Manpower's Training and Development Institute. The project will provide participants with personalized job search assistance in order to establish job networks lost as a result of their unemployment. Benefits will include having a direct ear to the employer community through Manpower, which will serve as the hub for job search activities. Participants will have access to work readiness workshops centered on resume writing, interviewing skills and networking as dictated by their individual employment plans. Supportive services will be available to the target group to aid them in transitioning back into the labor force; and assist during the job retention phase of the process.

Description of Proposed Evaluation Strategy:

Evaluation of the project will be completed by a competitively procured evaluation consultant. The evaluation will consist of an examination of program processes, outputs and outcomes. An integral component of the evaluation will be the determination of whether participants enrolled in the program achieved better outcomes than a similar control group that did not access the

program's benefits. This will be accomplished through random assignment methodology and a summative evaluation of the outcomes of both the treatment and control groups. The evaluation will measure: Cost per Exiter; Cost per Entered Employment; Cost per Retained Employment; Cost Divided by Post-Program Earnings; and Placement Rate.

Public Contact Information: vkwalker@dekalbcountyga.gov