

Abstract

- 1) **Applicant's name:** Job Growers Incorporated
- 2) **Lead applicant city/state:** Salem, Oregon
- 3) **Area served by grant:** The project will implement a delivery model across Oregon in ten WorkSource Oregon (WSO) Centers. The WSO Centers are located in the cities of Portland, Oregon City, Corvallis, Newport, McMinnville, Salem, Eugene, Medford, North Bend, and Redmond.
- 4) **Project name:** Rethinking Job Search
- 5) **Funding level requested:** The total project request is \$2,999,999.19. This total is comprised of \$2,549,999.19 in project costs and \$450,000 in evaluation costs.
- 6) **The project type:** This project is a Type A project, as it is a new and unproven idea that is in need of evaluation.
- 7) **Description of the project:** The Rethinking Job Search Project is a Job-driven approach that will implement a program comprised of a series of workshops at ten WorkSource Oregon locations. These workshops are an educational intervention, based in learning objectives, but also integrate cognitive behavioral techniques. Research has demonstrated this to serve as an effective reemployment strategy in the United Kingdom and Australia. However, this innovative service has rarely been implemented in the American Workforce System. Job Growers Incorporated, the lead applicant has developed a curriculum and delivery model that has demonstrated effectiveness with a small scale pilot. Evidence from other countries and initial pilot results are extremely promising and cost-effective. With the current shifts in the labor market towards more permanent layoffs, new workforce services are needed to address the emotional and social consequences of unemployment.

This project has significant buy-in from strategic leadership in Oregon. The Workforce Policy Advisor to the Governor, the Director of the Oregon Employment Department and Directors of all seven of the Local Workforce Investment Boards are partners in implementing this project and are committed to aligning policies and resources to sustain this program, if proven cost-effective by a third-party evaluation.

- 8) **Description of the evaluation strategy:** This project will be evaluated by a third-party which will conduct an implementation process study, an outcome study and a cost allocation analysis. The overall goals of the evaluation are to answer the following questions: 1) Does this intervention create better results for job seekers; 2) Does the intervention work for all populations or only those who are a “fit” for this program? and 3) Is this intervention more cost-efficient than traditional workforce development services?

The evaluation will focus on the process implementation study, specifically exploring the context surrounding the delivery of this intervention. Additional evaluation components will examine employment rates of participants, reduction in the length of time a participant receives unemployment insurance, and the cost-per participant rates of this service delivery model.

- 9) **Public contact information:** Public inquiries can be made to (503) 581-1002 or email info@jobgrowers.com.