



- 1. Applicant Name:** Pasco-Hernando Workforce Board, Inc.
- 2. Applicant Category:** Individual Applicant
- 3. Applicant City/State:** Brooksville, Florida
- 4. Areas Served:** Pasco and Hernando Counties
- 5. Project Name:** Pasco-Hernando Workforce Innovation Fund Project
- 6. Funding Level Requested:** \$1,430,998.00
- 7. Project Type:** A
- 8. Project Description:** Pasco and Hernando Counties are designated as Workforce Region 16 and are provided workforce services by the Pasco-Hernando Workforce Board, Inc.(PHWB). This region suffered a disproportionate impact from the collapse of the local, state and national housing market starting in 2009. In 2006 construction occupations represented 11.9% of the employment within the Pasco-Hernando Workforce Region. By the end of 2009, this percentage dropped to 6.8%, taking with it over 7,500 jobs. According to the most recent data provided by the Florida Department of Economic Opportunity, there are over 30,000 individuals currently unemployed in Pasco and Hernando Counties. Additionally, over 60 % of those who are unemployed in the Pasco-Hernando region have been unemployed for over 6 months. Region 16 encompasses over 1335 square miles with only three Career Central One-Stop locations. Many residents have to travel over 35-40 miles round trip to visit a Career Central location. The cost involved in travel to the Career Central locations is often prohibitive due to distance and the fact that public transportation is minimal or unavailable throughout much of Region 16.



The increased demand for services in the face of an increasingly unstable budgetary environment has spurred the need for new and innovative service delivery concepts that can serve all the residents in our region and maximize the power of each dollar received by the Pasco-Hernando Workforce Board. To meet these challenges, the PHWB proposes embracing new technologies that can assist in delivering services to more individuals, in more locations, while decreasing the costs of providing those services.

By streamlining processes and increasing the access of customers to online, telephone, self-help and mobile resources, the PHWB will be able to meet the needs of the community and provide services to those individuals that are not able to be reached using standard in-person-only service models and to those with routine questions or needs, maximizing the ability of on-site staff to work with customers in a more in depth one-on-one manner. The PHWB will develop a variety of self-directed, interactive informational video modules that are geared to remote online access or are fully automated and available on computers within the One-Stop center. Web-based interactive workshops, online video tutorials addressing FAQ's, access to One-Stop services, and online orientations for PHWB programs.

9. Evaluation Strategy Description: The Pasco-Hernando Workforce Board designed the evaluation plan as a dual comparative study focusing on before and after community impact of the technology enhancements within the region and how it compares to a workforce region of comparable demographics and size.



The PHWB will contract with an outside entity skilled in performance evaluation to survey Career Central's customers as well as the general public on their awareness of and ease of access to labor exchange, skills building, and occupation skills training services available within the Region. Simultaneously, another workforce region of similar size will be engaged by the independent survey provider with the same questions and instruments. Both sets of surveys would be conducted simultaneously using the same sample size and selection methodology to ensure validity. Separate pre-implementation / post-implementation surveys make certain that regional customers and the public have not been exposed to the technology changes and out-of-region customers will be selected from a workforce region at a sufficient distant from Pasco and Hernando Counties.

As a secondary form of evaluation, the PHWB will contract to complete a Return on Investment (ROI) Analysis of the activities funded as part of the Workforce Innovation Grant proposal. The ROI will be a comparison study looking at the cost-benefit of the changes to service delivery under the grant vs. a historical baseline established during the analysis.

10. Public Contact Information: www.careercentral.jobs