



replicate the program in a third. Program partners are composed of a **Consortium of three Local Workforce Investment Areas** – *SkillSource* (Workforce Area #11) and its One-Stop operator, Fairfax County Department of Family Services, the Capital Region Workforce Partnership (Workforce Area #9) and Opportunity, Inc. (Workforce Area #16), and entrepreneurial training service providers including the Business Development Assistance Group, Northern Virginia Community College, the Community College Workforce Alliance, the Old Dominion University Business Gateway and Tidewater Community College. IMPAQ International, LLC, a strong evaluation contractor who has conducted numerous U.S. Department of Labor (USDOL) random assignment program evaluations, is also an official partner.

This innovative initiative will deliver services more efficiently and achieve better outcomes by integrating entrepreneurship services within the Public Workforce System to enable hundreds of WIA-eligible job seekers to grow assets and attain long-term self-sufficiency through self-employment. WIA Common Measures do not accurately count entrepreneurship outcomes, as Job Creation and Average Earnings data are more appropriate for wage earners. This performance management limitation serves as a major disincentive for State and local workforce boards to actively promote self-employment options for WIA-eligible job seekers. With a Common Measures performance waiver from USDOL, VETEC is proposing to randomly assess 1,500 WIA-eligible job seekers and will serve 750 of those, with an additional 250 after random assignment completion. Approximately 25-30% of workers served will be veterans of the Armed Forces. VETEC estimates 270 new businesses will be created and 338 new jobs will be created through the program. Cost per participant is estimated at \$8,356.

VETEC will allow USDOL to effectively measure and evaluate the impact the Public Workforce System has on helping **all** WIA-eligible job seekers to start their own businesses,

Attachment A: ABSTRACT

would provide a model that will be replicated in another Virginia workforce area through this grant and could be replicated in other parts of the country, and would allow the Consortium to apply for waivers that would sustain the initiative by allowing local workforce areas to continue services without negatively impacting WIA Common Measures performance.

**Description of Proposed Evaluation Strategy:** As IMPAQ is an approved USDOL evaluation contractor, *SkillSource* has invited IMPAQ to provide evaluation services as an official partner to the application. The IMPAQ team brings substantial impact evaluation experience, having implemented numerous random assignment evaluations of employment, training, and other programs targeting key population groups. Of particular relevance, in the *GATE II Evaluation (current)* and the *Project GATE Evaluation (2009)*, IMPAQ developed a rigorous design to assess the efficacy of entrepreneurship training on the labor market outcomes of rural and older dislocated workers and the general population.

IMPAQ will conduct a random assignment evaluation to estimate the impact of the program on participant outcomes related to self-employment, wage and salary employment, earnings, receipt of UI benefits or other federal assistance, and a cost-benefit analysis. Random assignment is the most rigorous methodology to estimate the impacts of workforce programs. Approximately 750 participants will be randomly assigned to receive program services (treatment group) and 750 will be randomly assigned to not receive services (control group). Because receipt of services is randomly determined, potential biases in participant outcomes stemming from selection into the program are avoided. IMPAQ will track outcomes for an additional 250 participants that will not be included in the random assignment evaluation.

**Public Contact Information:** David Hunn  
President & CEO, The *SkillSource* Group, Inc.  
[David.Hunn@myskillsource.org](mailto:David.Hunn@myskillsource.org)  
[www.myskillsource.org](http://www.myskillsource.org)