

# *Reflections on Jobs Plus*

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# Select Overall Thoughts on Jobs Plus . . .

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- ❖ ALL the components matter
  - Public housing offers unique environment for workforce strategy
  - they connect and reinforce each other
- ❖ Introduce performance management from the outset
  - Set targets, understand why you are achieving them or not
  - Accountability for results
  - Use technical assistance effectively
- ❖ “Place” matters
  - Leverage the assets, networks and power of place
- ❖ Even residents who do not formally join JP can benefit
- ❖ The Collaborative can be a CRITICAL success factor

# COMMUNITY SUPPORT FOR WORK

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## ❖ Community Support for Work is a process – not a series of events

- A set of strategies that build a *culture of work* within a community
- Change the dialogue within the housing development -- make WORK a topic of conversation
- Reduce social isolation, build new social networks
- *CSW effectiveness can be measured!*

## ❖ Success Strategies

- Involve residents in designing and implementing CSW activities
- Know your community, identify issues of concern by connecting residents to resources, eliminating barriers to work and connecting them with other residents
- Continuously engage with residents, test new strategies, and refine them to meet the community's needs

# COLLABORATION AND GOVERNANCE

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## ❖ Pick Collaborative partners carefully

- The Collaborative is fundamentally about accountability
- Work to create shared vision, shared accountability, commitment to using data to drive quality and continuous improvement
- Members bring resources, open doors, leverage relationships to support Jobs-Plus

## ❖ Success Strategies

- Establish clear goals for partnership, communicate the goals of Jobs-Plus, and how partners contribute to its success
- Determine how agencies will work together – define roles and responsibilities, communication protocols, scope of decision-making
- Invest in building strong partnerships
- Help partners work effectively within public housing context

# EMPLOYMENT-RELATED SERVICES AND TRAINING

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## ❖ Successful programs understand the Dual Customer Approach

- Employers are critical customers to be engaged in Jobs-Plus
- Residents (job seekers) are also customers to be engaged

## ❖ Success Strategies

- Assessment tools that properly identify resident needs
- Partnerships with American Job Centers, Community Colleges, community-based organizations
- Effective bundling of wrap-around services
- Creative program and job retention strategies

# FINANCIAL INCENTIVES

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## ❖ “Making Work Pay”

- Not just a slogan – a unique feature of the model
- Addresses most common disincentive to work among residents

## ❖ PHA must be committed to this component of the model

- Senior leadership must champion the Jobs-Plus EID
- Builds internal alignment and commitment among staff
- Plan early to market this and other incentives to residents

## ❖ Complement financial incentives with coaching

- Change behavior over the long term, but change habits in the short term