

California State Plan Senior Community Service Employment Program 2008-2011



CALIFORNIA DEPARTMENT OF AGING

California State Plan

Section 1. Purpose of the State Plan

California's State Plan outlines a four-year strategy for the statewide provision of community service employment and employment/training activities for Senior Community Service Employment Program (SCSEP) participants. The Plan's purpose is to provide a foundation on which to enhance SCSEP to meet the special needs of and strengthen employment services for California's older worker population. The Plan describes SCSEP's role in California's workforce system and how it can coordinate with other social service organizations to support SCSEP participants to obtain and maintain unsubsidized employment. It focuses on preparing SCSEP participants for the new economy to improve the quality of life for older Californians.

The Plan outlines the coordinated efforts of all SCSEP Grantees to ensure continuity of service for all eligible individuals and plan for long term changes. It describes the demographics of the eligible service population in California.

The period covered by this Plan is Program Year 2008-2011: July 1, 2008 to June 30, 2011.

Overview of Grantees

Older job seekers interested in obtaining information regarding SCSEP services can call the California Senior Information Line at 1-800-510-2020, log on to California Department of Aging's (CDA) web site at <http://www.aging.ca.gov> or contact the State SCSEP Coordinator listed below:

Mary Pynn, State SCSEP Coordinator
California Department of Aging
1300 National Drive, Suite 200
Sacramento, California 95834
Phone: (916) 928-2294
E-mail: mpynn@aging.ca.gov

The enabling legislation for SCSEP is Title V of the Older Americans Act (OAA) of 1965, as amended and Public Law 89-73 passed in 1988 and reauthorized in 2006. The United States Department of Labor (DOL), Employment Training Administration, is the federal organization responsible for the program's administration. DOL allocates 22 percent of total funds to State Units on Aging (SUA) which is CDA in California, and 78 percent of funds to National Grantees.

Currently, California's SUA, CDA, contracts with 15 Area Agencies on Aging (AAA) to provide SCSEP services and collaborates with California's eight SCSEP National Grantees to ensure the equitable distribution of participant positions within California's county structure and the aging networks' 33 Planning and Service Areas (PSA). Attachment A identifies the breakdown of PSA designations in California.

During Fiscal Year (FY) 2007-2008, CDA received 1,035 authorized participant positions, the same number as in the previous fiscal year. The eight SCSEP National Grantees who operate programs in California received 4,040 authorized participant positions for FY 2007-08, which is a decrease of one (1) participant slot.

Listed below is an updated directory of the eight National Grantees who operate SCSEPs in California:

NATIONAL CONTACTS	STATE CONTACTS
<p>AARP FOUNDATION (AARP)</p> <p>Jim Seith, National Director AARP Foundation – SCSEP 601 E Street, NW, Suite B-5-300 Washington, DC 20049 Phone: (202) 434-2020 Fax: (202) 434-6446 E-mail: scseith@aol.com Web site: www.aarp.org</p>	<p>AARP FOUNDATION (AARP)</p> <p>Steve Cook, Area Manager AARP Foundation – SCSEP 6 South 2nd Street, Suite 1109 Yakima, WA 98901 Phone: (509) 853-3410 Fax: (509) 853-3411 E-mail: scsmcook@aol.com Web site: www.aarp.org</p>
<p>ASOCIACION NACIONAL PRO PERSONAS MAYORES (ANPPM)</p> <p>Dr. Carmela G. Lacayo, President/CEO Asociacion Nacional Pro Personas Mayores 234 East Colorado Blvd., Suite 300 Pasadena, CA 91101 Phone: (626) 564-1988, Ext. 202 Fax: (626) 564-2659 E-mail: anppm@aol.com</p>	<p>ASOCIACION NACIONAL PRO PERSONAS MAYORES (ANPPM)</p> <p>Dr. Carmela G. Lacayo, President/CEO Asociacion Nacional Pro Personas Mayores 234 East Colorado Blvd., Suite 300 Pasadena, CA 91101 Phone: (626) 564-1988, Ext. 202 Fax: (626) 564-2659 E-mail: anppm@aol.com</p>
<p>EXPERIENCE WORKS (EW)</p> <p>Sally Boofer Vice-President of Program Operations Experience Works 2200 Clarendon Blvd, Suite 1000 Arlington, VA 22201 Phone: (703) 522-7272 Fax: (703) 522-0141 E-mail: sally_boofer@experienceworks.org Web site: www.experienceworks.org</p>	<p>EXPERIENCE WORKS (EW)</p> <p>Stephanie Cabral Regional Director Experience Works c/o 650 Imperial Way, Suite 101 Napa, CA 94559 Phone: (503) 585-5251 Fax: (503) 585-4112 E-mail: Stephanie_Cabral@experienceworks.org Web site: www.experienceworks.org</p>

NATIONAL CONTACTS	STATE CONTACTS
<p>NATIONAL ASIAN PACIFIC CENTER ON AGING (NAPCA)</p> <p>Clayton Fong, Executive Director Christine Takada, SCSEP National Director Connie Meyers, Acting SCSEP National Coordinator National Asian Pacific Center on Aging Melbourne Tower 1511 Third Avenue, Suite 914 Seattle, Washington 98101 Phone: (206) 838-8162 Fax: (206) 624-1023 E-mail: christine@napca.org</p>	<p>NATIONAL ASIAN PACIFIC CENTER ON AGING (NAPCA)</p> <p>Shirley Yee Los Angeles Center Director National Asian Pacific Center on Aging 3407 West 6th Street, Suite 800 Los Angeles, CA 90020 Phone: (213) 365-9005 Fax: (213) 365-9042 E-mail: napca@pacbell.net Web site: www.napca.org</p>
<p>THE NATIONAL COUNCIL ON THE AGING, INC. (NCOA)</p> <p>Donald L. Davis, Vice President Workforce Development Division The National Council on the Aging, Inc. 300 D Street, SW, Suite 801 Washington, DC 20024 Phone: (202) 479-6640 Fax: (202) 479-0735 E-mail: donald.davis@ncoa.org</p>	<p>THE NATIONAL COUNCIL ON THE AGING, INC. (NCOA)</p> <p>Nicholas de Lorenzo, State Director The National Council on the Aging, Inc. 870 Market Street, Room 785 San Francisco, CA 94102 Phone: (415) 955-8560 Fax: (415) 982-0528 E-mail: nicholas.delorenzo@ncoa.org Web site: www.ncoa.org</p>
<p>NATIONAL INDIAN COUNCIL ON AGING, INC. (NICOA)</p> <p>Jolene Herrera, National SCSEP Director National Indian Council on Aging, Inc. 10501 Montgomery Blvd., NE, Suite 210 Albuquerque, NM 87111-3846 Phone: (505) 292-2001 Fax: (505) 292-1922 E-mail: jolene@nicoa.org Web site: www.nicoa.org</p>	<p>NATIONAL INDIAN COUNCIL ON AGING, INC. (NICOA)</p> <p>Maryann Paredez, California Project Manager National Indian Council on Aging, Inc. 5997 Brockton Avenue, Suite C Riverside, CA 92506 Phone: (909) 369-8581 Fax: (909) 369-8565 E-mail: maryann@nicoa.org Web site: www.nicoa.org</p>

NATIONAL CONTACTS	STATE CONTACTS
<p data-bbox="188 170 789 199">SENIOR SERVICE AMERICA, INC. (SSA)</p> <p data-bbox="188 245 797 680"> Tony Sarmiento, Executive Director Christine Garland, Director of SCSEP Field Operations Senior Service America, Inc. 8403 Colesville Road, Suite 1200 Silver Spring, MD 20910-3314 Phone: (301) 578-8469 (Tony) Phone: (301) 578-8932 (Christine) Fax: (301) 578-8947 E-mail: tsarmien@ssa-i.org E-mail: cgarland@ssa-i.org Web site: www.seniorserviceamerica.org </p> <p data-bbox="188 686 816 751">SER – JOBS FOR PROGRESS NATIONAL, INC. (SER)</p> <p data-bbox="188 795 837 1083"> Arturo Zertuche, National SCSEP Director SER – Jobs For Progress National, Inc. 122 West John Carpenter Freeway, Suite 200 Irving, TX 75039 Phone: (469) 524-1269 Fax: (469) 524-1287 E-mail: azertuche@ser-national.org Web site: www.ser-national.org </p>	<p data-bbox="883 170 1484 199">SENIOR SERVICE AMERICA, INC. (SSA)</p> <p data-bbox="883 245 1511 495"> Mohan Singh, Program Officer 8403 Colesville Road, Suite 1200 Silver Spring, MD 20910-3314 Phone: (301) 578-8990 Fax: (301) 578-8947 E-mail: msingh@ssa-i.org Web site: www.seniorserviceamerica.org </p> <p data-bbox="883 686 1511 751">SER – JOBS FOR PROGRESS NATIONAL, INC. (SER)</p> <p data-bbox="883 795 1463 1115"> Maria Gomez, National SCSEP Liaison SER – Jobs For Progress National, Inc. 122 West John Carpenter Freeway, Suite 200 Irving, TX 75039 Phone: (469) 524-1210 Fax: (469) 524-1287 E-mail: mgomez@ser-national.org Web site: www.ser-national.org </p>

Section 2. Involvement of Organizations and Individuals

In the spirit of collaboration and partnership, CDA would like to thank the SCSEP State and National Grantees, AAAs, and others for their ongoing support and participation in developing the Plan.

Plan Work Group Involvement

To ensure ongoing participation in the development and implementation of the Plan, CDA convened and facilitated meetings with three planning work groups via telephone conference calls. The work groups focused on (1) coordination and collaboration; (2) supporting employment opportunities for participants; and (3) recruitment, outreach, and marketing. Representatives of the organizations/agencies listed below provided input into the Plan via the work group meetings:

- AAAs
- CDA
- State and National SCSEP Grantees
- Local Workforce Investment Board (LWIB) members
- Local businesses

The work group collaboration led to the State Plan strategic focus areas discussed below. CDA will continue to convene work group meetings to monitor the progress of the strategic focus areas and identify new target areas as the workforce system changes and grows over the next planning cycle.

Planning Process

The process used to develop and prepare California's SCSEP State Plan is outlined below:

- Convene an annual SCSEP Business Meeting/telephone conference call to discuss, develop, implement and monitor the progress of the Strategic Focus Areas, and develop strategies for Plan updates
- Develop initial draft(s) of the Plan
- Distribute the draft Plan to State and National SCSEP grantees and other interested parties
- Post a copy of the draft Plan on CDA's website for review and comment
- Review and incorporate comments, as appropriate
- Prepare subsequent draft(s) of the Plan
- Submit the Plan to DOL for approval. Post the final approved Plan on CDA's web site

The participation of individuals and groups throughout this planning process emerged from a strong, well-established aging and employment network in California, i.e., AAAs, SCSEP grantees, LWIB, One Stop Career Centers (OSCC), and local business. CDA solicited input from these networks and other entities to ensure an equal representation of labor and private interests. This process will be used in future years as well.

Plan Review

The Plan was posted on CDA's website. This allowed the following individuals/groups the opportunity to provide input and feedback:

- SCSEP participants
- Unemployed older individuals
- California Commission on Aging
- State and National SCSEP Grantees
- Faith-Based Organizations
- California Workforce Investment Board (CWIB)
- Chairs of LWIBs
- Departments within the California Health and Human Services Agency
- AAAs
- California Chamber of Commerce
- Key Stakeholders

Section 3. Solicitation and Collection of Public Comments

On July 21, 2008 the draft State Plan was distributed to National SCSEP Grantees, via email, for review and comment by July 25, 2008. The Plan was posted on CDA's web site for public comment from August 4 – 8, 2008. An e-mail (Appendix A) announcing the posting of the Plan on CDA's web site was sent to all 33 AAA Directors; CDA's 15 SCSEP Sub-grantees and 8 Sub sub-grantees; the 8 National SCSEP Grantees in California; the 95 OSCC Site Directors; Chairs of 56 LWIBs; Lawrence Gotlieb, Chairman, CWIB; Victoria Bradshaw, Secretary, California Labor and Workforce Development Agency; and the Workforce Services Division, Employment Development Department (EDD).

Section 4. Basic Distribution of SCSEP Positions within the State

a. Location of Positions

Appendix B displays the FY 2007-08 Equitable Distribution (ED) Report that California submitted to DOL for approval.

In FY 2007-08, DOL reduced by one (1) the allocated participant positions (slot) to the State and National SCSEP Grantees in California. This reduction was based on a federal decrease in funds allocated for the SCSEP nationwide. CDA reached Equitable Distribution goals in 57 of 58 counties.

A description of DOL reductions and slot distribution by State and National Grantees for FY 2007-08 follows:

- **NAPCA** - reduced by one (1) slot, from 355 to 354 participant positions. As a result, **Los Angeles County** was decreased by (1) slot, from 62 to 61.
- **NCOA** - increased by one (1) slot, from 308 to 309 participant positions. As a result, **San Francisco County** was increased by one (1) slot, from 133 to 134, which changed the county's status to (1) above parity.
- **NICOA** - reduced by one (1) slot, from 90 to 89 slots. As a result, **San Bernardino County** was decreased by one (1) slot, from 20 to 19, which changed the county's status to two (2) below parity.
- **SER** - increased by one (1) slot, from 1,343 to 1,344 participant positions. As a result, **Riverside County** was increased by one (1) slot, from 109 to 110 slots, which changed the county's status to 11 below parity.
- **SSA** – decreased by one (1) slot, from 507 to 506 participant positions. As a result, **Contra Costa County** was decreased by one (1) slot, from 99 to 98, which changed the county's status to 3 below parity.
- **CDA** received the same number of slots, 1035. No reduction or increase was necessary.

For FY 2008-09, DOL has reduced by 143 the allocated participant positions to the State and National SCSEP Grantees in California. The decrease is based on a federal

reduction in funds allocated for the SCSEP nationwide. CDA has used a method for redistribution of participant positions that is consistent with the established policy of reaching a parity level of +/- 10 for each county in California. CDA is coordinating the reductions via telephone and written correspondence with National Grantees to make the cuts without disruption to participants. A final Equitable Distribution Report will be submitted to DOL by October 1, 2008.

Strategic Focus #1: Annually, CDA will work with National SCSEP Grantees to ensure authorized positions are distributed throughout California according to the allocation ratio required by DOL and in alignment with California's State Policy of a parity level of +/- 10 for each county.

b. Rural and Urban Population

California's population aged 60 and over has grown rapidly throughout this century. Between 1950 and 2000, the number of older adults in California increased from 1.6 million to 4.7 million. This trend will continue as the cohort aged 60 and over grows to 12.8 million by 2050, an increase of 174 percent from 2000.

The largest growth rate will occur in the next thirty years as the Baby Boomers reach age 60. The first wave of Baby Boomers turns 60 between 2000 and 2010, contributing to a 36 percent increase in California's older adult population during this decade.¹

California has high population urban areas and vast rural areas, each with their own characteristics, opportunities, and challenges. Seventy-five percent of California's 58 counties are rural. Every county, except San Francisco, has rural areas.²

Of California's total population of 38.2 million residents, 16 percent (5.9 million) is 60 years of age and over.³ Of the population 60 years of age and over, 7 percent (346,040) resides in rural areas of the State, and 93 percent (4.4 million) resides in the urban areas of the State.⁴ Data for Californians age 55 years and over living in rural areas of the State are not available to CDA at this time.

Appendix C displays by race, Hispanic origin, PSA, and county the number of residents 60 years of age or over in California that live in rural areas. This is used as an indicator of greatest social need for services.

Appendix D displays by race, Hispanic origin, PSA, and county the total population 60 years of age and over in California.

California's total urban population 60 years of age and over (4.4 million) is 4.4 million. This figure is calculated by subtracting California's total rural population 60 years of age and over (Appendix C) from California's total population 60 years of age and over (Appendix D).

¹ California State Plan on Aging, 2005-2009.

² A Rural California Action Network White Paper, August 2005

³ Per the California State Department of Finance 20008 Population Projections.

⁴ Data for the population 60 years and older residing in rural areas are based on the 2000 Census (This is the most recent data)

CDA convened a workgroup to discuss the challenges of providing services to eligible individuals in California's rural areas. SCSEP grantees in rural areas have resources that are inadequate to effectively provide SCSEP services. The types of challenges include lack of available transportation services, long distance commutes to training sites, and limited availability of non-profit and public organizations to serve as training sites. For those individuals willing to commute the long distances, the rising cost of gasoline may prohibit them from participating in SCSEP, thus creating an additional barrier to increased self-sufficiency and improved quality of life.

Strategic Focus #2: CDA and representatives of California's National Grantees will explore options for resolving transportation barriers:

Year One

Identify all available and potential transportation support assistance programs and resources in California's rural areas.

Year Two

Gather transportation information and best practices from SCSEP grantees that operate in rural areas in other states. Disseminate to all California SCSEPs who operate in rural areas creative and effective methods used in other states.

Strategic Focus #3: Identify host agencies in rural agencies that are in closer proximity to participants' homes:

Year One

Share information regarding the melissadata.com website with all SCSEP grantees. This site identifies nonprofit agencies by zip codes.

c. Specific Population Groups

Appendix E displays updated California SCSEP participant characteristics for FY 2006-07 based on gender, age, ethnicity, race, education, and other elements which comprise the "Most-in-Need" characteristics.

The information below is a FY 2006-07 State and National Grantee summary of SCSEP participants' individual characteristics. Total percentages may not add to 100 percent because of rounding, self report, and the voluntary disclosure option.

In FY 2006-07, SCSEP served 5,436 individuals:

- Sixty-four percent (64%) were women and 36 percent (36%) were men.
- Thirty-four percent (34%) were between the ages of 55 – 59.
- Forty-seven percent (47%) were between the ages of 60 – 69.

- Nineteen percent (19%) were 70 years of age and older.
- Thirty-one (31%) percent had a high school diploma or equivalent.
- Twenty-four percent (24%) did not possess a high school diploma or equivalent.
- Twenty-four percent (24%) completed one-to-three years of college, 16 percent (16%) completed four or more years of college including a bachelor's degree or equivalent (11%), some graduate school (2%), a master's degree (2%), and a doctoral degree (1%).
- An estimated fifty to eighty percent (50% – 80%) of participants completed four or more years of college in foreign countries with degrees that often are not recognized in this country.

The following provides information for priority individuals and some with “other characteristics” which are required for the “most-in-need” performance measures. Percentages listed below reflect both current participants and those who exited the program in Program Year 2007/2008.

- Eighty-eight percent (88%) had income at or below the poverty level.
- Fourteen percent (14%) self-disclosed having a disability. This is a voluntary disclosure. The number recorded may not accurately reflect the total number of individuals with disabilities who were served.
- Twenty-four percent (24%) had limited English proficiency, meaning that participants are not able to speak or read English well enough to fully participate in the Program.
- Twenty percent (20%) were identified as having a literacy deficiency, meaning the participant computes or solves problems, reads, writes or speaks English at or below the 8th grade level or is unable to compute or solve problems, read, write or speak English at a level necessary to function on the job, in the individual's family or in society.
- Twenty-six percent (26%) of the participants were identified as living in cultural, social or geographic isolation.
- Eighty-one percent (81%) had poor employment history or prospects.
- Twenty-seven percent (27%) had social barriers. These barriers may include addiction; prior felony conviction; Lesbian, Gay, Bisexual, and Transgender identity; poor hygiene; and mental health problems.
- Sixty-six percent (66%) were over the age of 60.

- Four percent (4%) were homeless.
- Eleven percent (11%) were displaced homemakers.
- Ten percent (10%) were veterans or spouses of veterans.
- Thirty percent (30%) received public assistance.

FY 2006-07 data show that SCSEP works with the hardest to serve population. The participants represent an older cohort, with poor employment prospects, minimal education, economic and social barriers, including persons with felony records. These individuals require extensive training and supportive services to update their skills to a marketable level. In response to these demographic characteristics, California's SCSEP will take a holistic approach to address the training and supportive services needs of these populations, most of whom require priority services under the OAA.

Currently, California's SCSEP Grantees serve a greater percentage of minorities age 55 years and older than exists in the general population age 55 years and over. (Table 1)

The percentages of PY 2007 SCSEP Participant Characteristics are based on the total number of SCSEP participants served (5,436) in PY 2007 and the SCSEP participants' self-reported characteristics. Totals for each participant characteristic vary and are not equivalent due to optional disclosure of race and ethnic characteristics by the SCSEP participants.

Table 1

	2006 American Community Survey	PY 2007 SCSEP Participant Characteristics
<u>Race</u>		
Black or African American	8.3%	19%
Native American Or Alaskan Native	.4%	2%
Asian	13.3%	15%
Native Hawaiian or Pacific Islander	.27%	1%
<u>Ethnicity</u>		
Hispanic, Latino or Spanish Origin	25.2%	29%

CDA convened a workgroup to focus on techniques to recruit and select priority populations. Grantees indicated that they currently conduct the following outreach techniques to target the individuals who are afforded priority for service and all minority populations:

Recruitment and Selection Techniques

- Use Department of Labor, SCSEP Outreach Materials which are available in various languages to support an effective outreach effort;
- Disseminate pamphlets, brochures, newsletters, and flyers which are translated into different languages;
- Strategically locate offices in the most culturally and ethnically diverse neighborhoods;
- Assign SCSEP participant monitors to the OSCC in areas with high minority populations;
- Make presentations at OSCC and social service agencies, especially those that serve the minority communities; i.e., bilingual sessions;
- Place advertisements in magazines and local media in a variety of languages;
- Network with minority organizations, cultural centers, etc.;
- Attend community fairs and events, especially those targeted to seniors and specific population groups;
- Distribute bilingual information and referral assistance; and
- Use a nationwide toll-free helpline.

Strategic Focus #4: Increase the self-sufficiency of low-income, unemployed, less educated older individuals by implementing the following:

Year One

CDA and representatives of California's National SCSEP Grantees will explore available options/resources with EDD's Workforce Services Division, including identification of agencies that work with employers who hire individuals with a felony record.

Year Two

CDA will coordinate the dissemination of information on EDD's Workforce Services Division to SCSEP projects and National Grantees.

Section 5. Supporting Employment Opportunities for Participants

CDA convened a workgroup to address how SCSEP Grantees support employment opportunities for participants through Community Service Assignments (CSA) and other training offerings. A major concern is the effectiveness of skills training in preparing participants for unsubsidized employment. Factors that impact the effectiveness of CSAs include: the current and future labor market, job openings, and occupational requirements; the types of skills or lack of skills possessed by SCSEP participants; and the recruitment of host agencies and training options that can provide specific skills training.

The workgroup has: 1) researched information on California industry and occupational projections and 2) identified issues that impact the availability of effective skills training through CSAs and the OSCCs. The workgroup considered these topics as part of a larger strategic focus on how all Grantees in the state collaboratively will address issues to ensure CSA skills training meets the needs of participants and employers.

Industry and Occupational Projections

California, one of the largest and most diverse economies in the world, has a wide range of industries and occupations providing employment opportunities for SCSEP participants. Currently, California is experiencing an economic downturn with a statewide unemployment rate of 6.2 percent (the third highest unemployment rate in the nation behind Michigan and Alaska.)⁵ Discussion of job opportunities for SCSEP participants must take into consideration that most participants are working to overcome multiple barriers to employment while seeking jobs in a highly competitive labor market. CDA anticipates participants will need more intensive job placement and supportive services to achieve unsubsidized employment.

The highest levels of total employment (2006) in California are in six industry sectors⁶:

Table 2

California Industries with the Highest Levels of Total Employment	
•Trade, Transportation & Utilities (18.5%)	•Government (15.9%)
•Professional & Business Services (14.3%)	•Educational & Health Services (10.5%)
•Leisure & Hospitality (9.9%)	•Manufacturing (9.8%)

The fastest growing occupations in California are in the fields of healthcare, education, and computer technology. Overall, the sectors projected to have the most growth are the Professional and Business industry sectors. Ninety percent of long-term growth will be in the service producing industries:

Table 3

Industries Projected to Grow Over the Next Decade	
•Administrative & Support Services	•Accommodation & Food Services
•Health Care Services	•Professional, Scientific & Technical Services
•Retail Trade	

Industry sub-sectors employ workers who provide support functions for businesses across all of these industries and places of employment. Included are some of California's fastest growing occupations and occupations with the most job openings requiring short-term training. These high-growth industries and occupations offer SCSEP participants entry level job openings throughout the state. SCSEP projects identified other occupations that have high-growth regionally and others that are not high-growth, but offer significant employment opportunities. Taken together, Table 3 lists those California occupations that provide substantial employment opportunities for SCSEP participants.

Table 4

California's Growth Occupations Requiring Short-Term Training	Job Openings 2006-2008	New Jobs 2004-2014
Retail Sales	57,600	115,700

⁵ According to the Center for Continuing Study of the California Economy.

⁶ Labor market data is from the California Employment Development Department, Labor Market Information Division.

Cashiers	50,800	27,900
Wait Staff	38,000	41,300
Combined Food Preparation & Serving Workers	33,100	41,700
Laborers & Freight, Stock and Material Movers	27,000	50,900
Office Clerks, General	22,200	3,000
Janitors, Cleaners	17,600	49,700
Landscape & Grounds Keeping Workers	15,000	33,400
Customer Service Representatives	14,000	52,700
Security Guards	9,500	3,100
Personal and Home Health Aid	n/a	12,600

In Northern California, rural areas have few economic centers and high unemployment rates. The National SCSEP Grantee in this area focuses on occupations with high employment potential in the regional labor market. The National SCSEP provider focuses on regional job goals such as Teachers Assistant, Child Care Worker, and Gaming Dealer. Participants with entrepreneurial potential may be able to pursue self-employment and make use of a virtual Workforce Innovation in Regional Economic Development (WIRED) grant designed to bring investors together with entrepreneurs. A few select participants may gain skills and become competitive in the occupation of Computer Support Specialist.

Napa County is experiencing rapid growth in the hospitality and tourism industry with such occupations as Taxi Driver, Chauffer, and hotel and motel Desk Clerks. Growth in the Health Care sector includes the occupation of Medical Assistant. Job opportunities exist for Customer Service Representative, Demonstrator, and Product Promoter. In surrounding counties, job placement can be considered in such occupations as Animal Trainer, Veterinary Assistant, Lab Animal Caretaker, and Paralegal Assistant.

In the Central Valley, Southern California, and the Bay Area, employment opportunities that are suitable for SCSEP participants largely mirror California as a whole. In Orange County, the Finance and Insurance Sector is adding a significant number of jobs. San Joaquin County is experiencing growth in Health Care and Social Assistance with Health Care adding jobs. Ongoing investigation will determine the extent of future openings in these areas.

Employment Histories and Skills Possessed by Participants

Most SCSEP participants have poor to non-existent work histories for the five years prior to their enrollment; they either have no job skills at all or outdated job skills. Other participants have some job skills and have been unable to find employment due to barriers such as age discrimination, physical limitations, and transportation, etc. Computer illiteracy and lack of education continue to be the greatest barriers to employment. The following outlines typical skill profiles for SCSEP participants:

- Most displaced homemakers need substantial skills training to compete for employment.
- Some displaced homemakers have domestic or caregiver experience and find employment as home health aids or caregivers.
- Participants may have prior employment in construction or landscaping. With computer training they find jobs in related entry level sales and customer service.
- Participants may have prior employment and skills in data entry or medical billing and find similar clerical employment.
- Many participants have not completed high school and need a General Educational Development (GED) Diploma and basic computer skills (from learning to use the mouse to software applications).
- Participants previously employed in labor, construction, and light factory work have found that re-training as Custodians often leads to unsubsidized employment.
- Most-in-Need participants with especially poor employment prospects are often successful in achieving unsubsidized employment after training at such charitable organizations as thrift stores and administrative offices.

Both labor market projections and the types of skills possessed by a participant inform the SCSEP counselor and participant about the types of jobs that are available, their occupational requirements, and the participant's training needs.

SCSEP Grantees mainly rely on California's EDD labor market projections and/or the labor market information they develop locally. Both approaches identify similar employment opportunities and training requirements for SCSEP participants to consider.

Typically, SCSEP participants focus on such entry level job goals as receptionist, file clerk, cashier, maintenance and janitorial worker, customer service representative, sales clerk, and food preparer and server. To compete for these types of jobs, most participants need basic skills training to acquire new skills or update existing skills.

Workgroup discussions revealed that statewide SCSEP Grantees have different experiences and challenges in recruiting host agencies. Finding CSAs that provide

participants with the specific skill training they need to be competitive in the unsubsidized workplace can be particularly difficult in rural areas.

Strategic Focus #5:

Increase the effectiveness of Host Agencies in providing skills training that meets the needs of employers and participants.

Potentially increase participant placement in unsubsidized employment, leading to greater self-sufficiency.

CDA and representatives of California's National SCSEP Grantees will address issues that impact the effectiveness of skills training within SCSEP as follows:

Year One

Survey California SCSEP Grantees and projects to identify their strategies for recruiting and developing effective skills training at host agencies; locating and developing other training offerings; and negotiating training linkages with the OSCC.

Year Two

Compile and analyze survey results.

Year Three

Formulate and disseminate the survey results in the form of best practices and technical assistance.

Section 6. Increasing Participant Placement in Unsubsidized Employment and Employer Outreach

SCSEPs in California, primarily at the local level, network and build relationships with local and regional employers. SCSEPs conduct follow-up on all exited participants, document the contact, and provide needed supportive services to help retain the participant's unsubsidized job. The SCSEPs strengthen their working relationship with employers by conducting this follow-up activity. This activity ensures the highest possible percentage of employment retention and results in future participant placements.

CWIB, in an effort to improve operational collaboration with other government agencies, is committed to identifying and addressing the barriers that discourage partnerships between agencies. Over the next two years, CWIB plans to implement changes that will improve intergovernmental relations with both the public and private sectors. This improved coordination of the workforce system and business community will ultimately result in increased employment opportunities for older workers and potential opportunities for leveraging resources (e.g., networking with employers; grant funding opportunities; co-location of services, etc.). To support the CWIB's commitment to improved coordination and partnership, CDA's Director will seek appointment to the

CWIB. This will enhance cross-communication, and provide leadership to the workforce investment system on effective strategies for linking mature workers to business.

With respect to upward mobility, many employers that support older workers have programs in place to provide all of their employees with ongoing training for professional development and advancement within the company. Good professional development programs assist older workers to keep their skill set current and allow older workers to go through the program at their own pace. An example of career pathways for SCSEP participants may include (1) an office clerk with promotional opportunities to Secretary, Administrative Assistant, and Office Manager; (2) a cashier with promotional opportunities to Lead Cashier, Supervisor, and Customer Service Representative; and (3) an in-home care provider with promotional and training opportunities to a Certified Nursing Assistant and Licensed Vocational Nurse.

CDA currently does not conduct a statewide On-the-Job-Experience (OJE) and customized training activity. This training option is exercised locally and driven by employer need and participant interest. CDA provides technical assistance and guidance to local projects on the various aspects of the OJE training option.

Section 5 identifies the high growth industries and industries that offer SCSEP participants substantial employment opportunities. SCSEP projects develop information about these opportunities locally. They provide targeted skills training for related occupations and focus job placement efforts with these employers.

To ensure that all negotiated levels of performance are achieved, CDA evaluates and monitors performance on a quarterly basis using the “SCSEP Performance and Results Quarterly Progress Report” system, management reports, and monthly expenditure reports. An underperforming SCSEP project is required to complete a Performance Improvement Plan (PIP) that is reviewed and approved by CDA. CDA provides technical assistance in support of the PIP and conducts program standards training at the annual SCSEP Business Meeting.

Strategic Focus #6: Increase employment and training opportunities for individuals with multiple barriers to employment.

Year One

Identify recipients of the Workforce Investment Act (WIA) 15 percent discretionary funds to determine how SCSEP can benefit from partnering and leveraging resources to maximize training and employment opportunities for SCSEP participants.

Year Two

Explore the CWIB’s Solicitation for Proposals process to access the Governor’s WIA 15 percent discretionary funds to address the Governor’s investment priority to advance workers with barriers to employment.

Section 7. Community Service Needs

One of SCSEP's purposes is to place older individuals in community service positions. This strengthens the ability of the individual to become self-sufficient, provides much needed volunteer support to organizations which benefit significantly from increased civic engagement, and strengthens the communities that are served by such organizations.

Community service needs are met in a variety of ways which include providing services to the general community and the senior community.

Table 4 displays the number of SCSEP participants in California that provided services to the general and senior community in FY 2006-07. A total of 5,563 participants served both the general and senior communities. Thirty-two percent (32%) served the senior community and sixty-eight percent (68%) served the general community. Note that the number of community assignments is greater than the total of current and exited participants (5,436) because the Web Based Data Collection System counts more than one community assignment per participant.

Table 5

	No of Participants
Services to the General Community	3,769
Services to the Senior Community	1,794
Total	5,563

The current Quarterly Progress Report (QPR) only captures the totals for the number of participants providing service to the senior and general communities. Data for the types of community assignments is not available via the QPR.

Although SCSEP participants provide a valued service to communities throughout California, unmet community service needs still exist and have yet to be specifically identified.

To address the issue of unmet community service needs, CDA and representatives of California's National SCSEP Grantees will convene a workgroup to develop a strategy to identify unmet needs, recruit host agencies to meet those needs, and place participants at non-profit organizations. This type of effort will result in a win-win situation for all parties involved.

Strategic Focus #7: Place participants in Community Service Assignments that address unmet community service needs.

Year One

CDA and representatives of California's National SCSEP Grantees will work collaboratively to complete the following activities:

- Gather information from assessment reports which identify unmet needs in the counties of California, specifically addressing designated populations in particular locations. These reports may come from such sources as AAAs, County assessment reports, a survey of CA SCSEP Grantees, etc.

Year Two

- Compile and analyze results from research and develop a plan of action which will be disseminated to all SCSEPs.

Year Three

- Initiate and execute the plan of action to recruit host agencies and place participants at host agencies to meet community service needs.

Section 8. Coordination with Other Programs, Initiatives and Entities

CDA's Director will seek appointment to the newly restructured CWIB. Her membership will promote an increased awareness on the value of connecting employers to older workers and older workers to jobs. She will provide leadership and guidance to California's workforce investment system on effective strategies for linking mature workers to business. The CWIB comprises key workforce partners that represent business, labor, public education, higher education, economic development and various employment and training associations. This interrelationship of appointed officials will promote and drive the cross-communication of issues among stakeholders involved in the public workforce system.

The CWIB accomplishes its work through special committees which are appointed and designed to carry out specific tasks. Each committee includes mandated and local partners as well as stakeholders. CDA staff will seek appointments to the Special Committee on Business and Industry, Special Committee on Targeting Resources, and the Special Committee on Lifelong Learning. CDA's representation on these committees will improve coordination between the One-Stop delivery system and SCSEP, increase awareness of the value of the older worker, and ensure that the workforce investment system in California recognizes and capitalizes on this talented pool of individuals in response to today's business demand.

CDA will continue to serve on the California Governor's Committee on Employment of People with Disabilities. This special committee convenes all state agency decision makers to bring about the implementation of recommended disability employment policies. One goal of this committee is to ensure that the CWIB and local OSCCs promote universal access and comply with all state and federal laws to increase employment of people with disabilities.

CDA and EDD's Workforce Services Branch will partner to ensure that local Workforce Investment Boards (LWIB) have executed Memorandum of Understanding with all mandated partners. In addition, CDA will facilitate communication between EDD's Regional Advisors and local SCSEP Projects to assist with the negotiation and execution of a single or blanket MOU for SCSEP.

CDA explored the potential for SCSEP to collaborate with the WIRED Initiative in Southern California. A meeting with the California Space Authority representative revealed that this project focuses on innovation in high-tech industries needing a highly educated and skilled workforce. By contrast, SCSEP focuses on developing basic skills for entry-level employment and is unlikely to benefit from an active partnership with WIRED at this time. SCSEP Grantees will continue to monitor EDD's labor market information to ascertain when employment opportunities for SCSEP participants may emerge from the WIRED initiative. SCSEP's involvement with the Northern California WIRED initiative is discussed in Section 5.

SCSEPs in California use services provided via the OAA, specifically the AAAs' Information and Assistance programs, to gather information relevant to participants' supportive service needs. This may include information on social security benefits, housing options, personal health, nutrition, caregiver support, and transportation options, etc.

CDA will continue to coordinate with the eight National SCSEP Grantees that administer SCSEP in California. Business meetings are held twice a year to share resources, work toward the equitable distribution of participant positions, and discuss SCSEP requirements and related issues.

CDA convened a coordination and collaboration workgroup to address ideas and suggestions for improved partnerships between SCSEP Grantees. The workgroup agreed that leveraging resources among key partners is an effective way to provide a statewide training on SCSEP requirements. This statewide training will ensure that standards are communicated and applied uniformly by all California SCSEPs. Leveraging resources is a cost-effective and practical approach to ensure SCSEPs adhere to the intensive administrative requirements of SCSEP.

Strategic Focus #8: Improve coordination and collaboration within California's workforce system.

Year One

CDA's Director will seek appointment to the newly restructured CWIB.

Local projects will participate in LWIB and OSCC partner meetings to advocate for increased access to training services.

California SCSEP Grantees will work in partnership to develop a training curriculum on SCSEP Program Standards.

Year Two

Local Projects will update MOUs with the LWIBs and add language regarding co-enrollment of SCSEP participants in order to access WIA training services.

California SCSEP Grantees will collaborate to develop and present a statewide SCSEP training conference for all SCSEP Grantees.

Section 9. Avoidance of Disruptions in Service

A plan to achieve parity at +/- 10 authorized positions in each county has been implemented in California. The state SCSEP Coordinator has worked with state projects and national Grantees to reach agreement on the movement of authorized positions required to achieve parity. In most cases, cooperation in the redistribution effort has been achieved without displacement of participants. Some Grantees, however, experience difficulties in the requested movement because of the cost of administration.

CDA continues to work closely with all national Grantees to ensure (1) participant positions in over served areas are not filled after participants are placed in unsubsidized employment, and (2) movement of participant positions to underserved areas will continue to occur.

Section 10. Improvement of SCSEP Services

California SCSEP Grantees respectfully submit the following recommendation for improvement of SCSEP services.

Background:

DOL should consider changing the threshold of the 125 percent poverty level guideline for participation set by the Department of Health and Human Services (DHHS) in states where the standard of living is documented at a higher level. For example, California has recognized designated "high cost living areas" and could easily support poverty levels ranging from 175 to 200 percent of the poverty level.

The current Department of Health and Human Services' poverty guidelines applied to California's SCSEP inhibit the program's potential for success. In part, this is due to the fact that the cost of living is far greater in California than in other comparable regions in the country. This significant difference supports the need for the State of California to be exempt from using the Federal Guidelines when calculating eligibility for SCSEP. This exemption would align California with such other designated high cost living areas as Hawaii and Alaska.

According to the University of California at Los Angeles (UCLA), Health Policy Research Brief, the Elder Economic Security Standard for California documents that the Federal poverty guidelines cover less than half of the basic costs experienced by adults age 65 and older in California.

Currently, other federally funded programs such as Job Corps apply regional income data when determining program eligibility. These regional income data provide a more accurate account of the cost of living within a specific region. The Job Corps currently uses the Lower Living Standard Income Levels (LLSIL) posted in the Federal Register 06-35 Attachment b.

In California, a significant number of individuals were denied services through SCSEP because their incomes levels were slightly higher than the 125% poverty threshold and therefore declared ineligible for the program. However, according to the UCLA study they are still living in poverty and denied program services.

The Corporation for National and Community Service (CNCS) serves the same population base as SCSEP and has adjusted the income eligibility level for “high cost living areas” within California. Effective April 1, 2003, CNCS recognized the following counties within California as designated high cost areas: Alameda County, Contra Costa County, Los Angeles County, Los Angeles City, Marin County, Orange County, Santa Barbara County, Santa Clara County, Santa Cruz County, San Diego County, San Francisco County, San Mateo County, Sonoma County, and Ventura County. CNCS instructs its programs to base income eligibility on 135 percent of the DHHS poverty guideline.

Recommendation:

California’s SCSEP urges DOL to establish a higher federal poverty guideline threshold for California.