



# Summer Employment Program Report 2010

## WorkNow Kentucky puts thousands to work in the Commonwealth

Nearly one in five people who participated in the WorkNow Kentucky summer employment program in 2010 not only found a temporary job but also a gateway to a permanent position. That ongoing success is just one of the encouraging results of a program that injected more than \$27.7 million federal stimulus dollars into the Kentucky economy from June 1, 2010, through Sept. 30, 2010, and provided Kentucky employers with much needed help during the recession.

Across the Commonwealth, 9,314 disadvantaged youth and adults with children were hired through the WorkNow Kentucky program in 2010. Of those participants, 1,442 (19 percent) transitioned into unsubsidized permanent employment. On the other side of the coin, the program gave 2,937 public, private and non-profit employers across the state the opportunity to hire temporary workers that they could not otherwise afford. It also aided the state's economy because those dollars earned by participants were spent locally for goods and services.

WorkNow Kentucky was a collaborative effort of state's workforce and human services agencies. Kentucky's Education and Workforce Development Cabinet and the Cabinet for Health and Family Services worked together to administer the initiative through the state's 10 Local Workforce Investment Boards (LWIB).

The government program was made possible by federal Temporary Assistance for Needy Families (TANF) funds through the American Recovery and Reinvestment Act (ARRA). In addition, the Kentucky General Assembly contributed \$1,062,652 to cover the balance of funding that was required by the federal government. Total expenditures for WorkNow Kentucky including federal and state funding were \$28,855,022, according to the Kentucky Office of Training and Employment (OET) in the Education and Workforce Development Cabinet. In addition, in-kind contributions by local employers for supervision and training were valued at \$5,880,352.

### Total Program Funds Expended

Total Program Funds	Budget Amount	Actual Expenditures	Percent Expended
Federal TANF Funds	\$ 46,365,124	\$ 27,792,369	60%
Kentucky General Funds	1,710,000	\$ 1,062,652	62%
<b>Total</b>	<b>\$ 48,075,124</b>	<b>\$ 28,855,022</b>	<b>60%</b>

While \$46,365,124 in federal TANF funds were requested for Kentucky's program, only \$27,792,369 or 60 percent was used for several of reasons, according to OET. A delay in the approval of WorkNow by the U.S. Department of Health and Human Services (HHS) meant that the program did not start as early as it could have and Kentucky had less time to recruit employers and workers. Also, HHS was not responsive in providing information and answers in a timely manner which delayed development of the state's plan. In addition, some LWIBs ended the program early, did not accept all eligible participant groups and did not promptly contact employers after they submitted an application to participate in the program.

Despite these factors, Kentucky reached 96 percent of its statewide goal of placing 9,710 in summer positions.

### Actual to Planned Data

LWIB	Participant Placements Achieved Compared to Approved Plan			TANF Expenditures Compared to Approved Budget Request			Participant Wages Paid Compared to Approved Budget Request		
	Number Targeted	Number Placed in Jobs	Achievement Rate	Available TANF Funds	TANF Funds Expended	Percent TANF Funds Expended	Available TANF Wage Amount	Participant Wages Paid	Percent Expended
BARREN RIVER	125	74	59%	350,833	145,114	41%	300,000	124,762	42%
BLUEGRASS	750	310	41%	4,911,184	920,780	19%	4,320,000	701,159	16%
CUMBERLANDS	2500	2,433	97%	13,532,324	8,629,876	64%	11,800,000	7,349,601	62%
EKCEP	3300	4,782	145%	14,328,246	14,329,843	100%	12,474,000	12,632,330	101%
GREATER LOUISVILLE	1500	797	53%	5,562,804	1,888,095	34%	4,200,000	1,185,424	28%
GREEN RIVER	100	104	104%	621,186	228,137	37%	540,000	198,677	37%
LINCOLN TRAIL	100	142	142%	422,889	328,656	78%	320,000	254,312	79%
NORTHERN KENTUCKY	110	155	141%	433,362	290,441	67%	352,000	240,733	68%
PURCHASE/PENNYRILE	1000	425	43%	5,709,213	877,241	15%	4,900,000	723,265	15%
TENCO	225	92	41%	421,574	148,402	35%	322,988	111,146	34%
Statewide Administration				71,510	5,783	8%			
<b>Statewide</b>	<b>9,710</b>	<b>9,314</b>	<b>96%</b>	<b>46,365,124</b>	<b>27,792,369</b>	<b>60%</b>	<b>39,528,988</b>	<b>23,521,408</b>	<b>60%</b>

Locally, the program was much more than numbers served and dollars spent. It gave job seekers who qualified an opportunity to earn a paycheck, gain work experience and training and make valuable connections in the employer community at a time when Kentucky's unemployment was hovering at 10 percent and above.

Employers benefited by hiring motivated employees who expanded their workforce and increased productivity for free in an economy where every penny is being squeezed. Employers received 100 percent reimbursement of participating employees' wages and benefits at the same rate as an entry-level, full-time employee.

To be eligible for WorkNow Kentucky, job seekers had to either be a youth age 16-24 years living with a parent or caretaker relative, or a parent residing with a child under age 18 years, or age 18 and attending secondary school, and low income with a household income of less than 200 percent of the federal poverty level or eligible to receive Kentucky's TANF assistance program called K-TAP.

Linda Berta, 50, had been unemployed for a year-and-a-half when she signed up with the WorkNow program through the Cumberland Workforce Investment Area (WIA). The Whitley County resident was hired as an assistant to the office manager at TEKS Work, an information technology (IT) company in Williamsburg. At the end of the summer, Berta was hired full time.

Berta said that she is grateful for the WorkNow program and the opportunity it gave her to find a permanent position. Berta had interviewed with TEKS Work prior to entering the program but the company did not have the money to hire her. She believes that she would still be unemployed if she had not participated in the program.

“You’re feeling pretty defeated. When a company wants to hire you, it really lifts your spirits. Sometimes all you need is that opportunity to show somebody your skills and hopefully it will benefit them as well as yourself,” Berta said.

Berta was one of eight people hired by TEKS Work for a variety of jobs. In addition to Berta, TEKS Work hired her two teenage sons for the summer through the program.

Chris Sawyers, the IT manager at the company, said they were able to double their workforce at the business which installs, fixes and manages computer networks, and sets up building security systems. “We were able to offer them a lot of experience in a real-world environment and that means a lot. They never did the same thing twice. It was something new every day,” he said.

The majority of the WorkNow participants at TEKS Work were in high school and college. Sawyers said his clients were very impressed with the knowledge and maturity of his young workers and he would love to hire them in the future. “They were very hard workers who were willing to learn. They came in with good attitudes every day,” he said.

Sawyers said he thinks WorkNow is a great program that led him to Berta, a great full-time employee. “She’s helped me tremendously. She’s the go to person in our office now,” he said.

Job seekers who qualified for WorkNow Kentucky were matched with employers based on their skills, interests, occupational goals and previous experience, and the needs and criteria of the employer. Some applicants were not eligible for WorkNow or a match could not be found in their area. Statewide, 11,559 people applied for the program and 10,036 of them were approved for 13,140 available job openings. Of the ones who were determined eligible, 745 were not placed in jobs.

On the employer side, 3,395 were approved for the program but 458 or about 13 percent did not receive placements, according to LWIBs. In some cases, no qualified matches were available in the employer’s area. Participating employers included city governments, state parks, school districts, law firms, retail businesses, banks, health care providers, manufacturers and construction companies. Of those that were approved, 2,191 or 65 percent were private businesses. Non-profit organizations accounted for 511, local government recorded 368 and 284 were state government.

Parkway Pharmacy in Barbourville hired five WorkNow participants for clerks and maintenance but pharmacy manager Maggie Smith found they were capable of more responsibility. She trained the two high school students, and three others in their 20s to handle medication, run the register, file, keep the books and work directly with customers. At the end of the summer, the pharmacy hired college student Harold Jordan, 20, as a full-time employee.

Jordan was matched with the pharmacy because of his interest in nursing. His goal is to become a nurse practitioner. He credits WorkNow with helping him get a permanent job. “It’s helped me out a lot. It got me started in a good direction and it’s helping me pay for school,” he said.

Smith said she would recommend the program to other employers and she wished they could have hired more workers full time. “I can’t afford all five but if I can give one out five a permanent position, then it was worth it,” she said.

Smith’s goal was to mentor the participants and teach them as much about business, work and life as possible. “I’ve tried to have them leave here with as much knowledge as I could give them because I feel like that the government may be paying their salaries but I want to do my part,” she said.

The Knox County pharmacy is part of the EKCEP WIB, which had 1,333 participating employers, the most of any area in the state. EKCEP also had the highest number of participating workers with 4,782. The Cumberlands WIB came in second with 921 employers and 2,433 workers in the program.

A diverse array of jobs were filled including bank teller, certified nurse assistant, data entry, forklift operator, legal clerk, maintenance, photography assistant and teacher. The average duration of employment ranged from 8 weeks in the Cumberlands WIB to an average of 4.3 weeks in the West Kentucky WIB.

Hourly wages ran from a low of \$7.25 to a high of \$32.85, which was in the EKCEP area. The total wages for all participants was \$23,521,408. The highest average hourly wage rate was in the Bluegrass WIB with \$11.16. All 10 LWIBs had average hourly wages that were above the minimum wage of \$7.25.

The WorkNow program enabled Kentucky state government agencies to better meet the needs of low-income families and recreate valuable work opportunities by directly placing money in the hands of people to spend on items such as food, housing and school supplies.

A study by the Center for Economic Development and Business Research at Wichita State University on the impact of a similar subsidized employment program in Kansas found that for every \$1 of wage expenditure there was \$1.64 returned to the regional economy. Based on this model, the more than \$23.5 million earned by TANF workers equates to an approximate economic statewide impact of \$38.5 million.



The program also provided many out-of-work Kentuckians with their first contact with the state's One-Stop Career Centers and on-line registration system. All applicants seeking jobs through the program were required to sign up with Kentucky's on-line work registration system. Nearly 50 percent of them had never registered with the system prior to their participation in the program. The WorkNow application process introduced them to the state's job bank and on-line self-service features which should yield long-term benefits for the state's labor exchange system.

Sheila Clark, director of West Kentucky WIB, noted that in her area the program gave people a foot in the door with local employers and helped them establish relationships with local career centers.

“This program allowed many people, who at first glance would not receive consideration for employment based on their experience or resumes, an opportunity to showcase their potential and work ethic. The employers responded positively and kept many individuals as full time workers based on their performance. It also provided participants an opportunity to update their resumes and see what the Career Centers can do to help individuals find and maintain employment. West Kentucky is very thankful to the Legislature for coming up with the match to run this program. Without that small piece of funding, support from the Governor's office and the Cabinets involved, many people would not have found their way to their current employment.”

Kentucky state government used several avenues to recruit potential employers and job seekers into the program. Gov. Steve Beshear, Congressman John Yarmuth and Louisville Mayor Jerry Abramson promoted the program during a media event in June.

Information also was disseminated through the state's newspapers, and TV and radio stations, and by direct contact by LWIB staff. In addition, a website was created to provide details to participants. To make the application process easier for participants, the state encouraged people to sign up on line. Of the 14,543 job seeker applications received for the program, 11,559 were completed using the self-service online process.



William Lancaster, a 19-year-old sophomore telecommunications major at Murray State University, spent his summer doing what he likes to do – computer technology. As a WorkNow Kentucky participant, Lancaster was employed by the Jefferson County Public Schools Information Technology (IT) Program, through KentuckianaWorks and the YOU Center as contractor.

In the past, Lancaster worked in construction with his dad. For the past two summers, KentuckianaWorks teen jobs programs have given him opportunities to explore his career field.

“It’s giving me experience with the work, of course, but personally it’s teaching me small things that will help me later – job skills, job etiquette,” he said. “The instructors were just all great coaches. They helped me, taught me some lessons and gave me good advice on my future career and just life in general. They were real, real helpful.”

Most of the summer participants were in the same age range as Lancaster. Of the 9,314 employees who participated in WorkNow Kentucky, 6,896 were in the 16-24 age group, 2,119 fell in the 25-44 range, 284 were in the 45-64 age group, and 15 were 65 or over.

For many employers, the program provided a no-cost, no-risk opportunity to evaluate the TANF-eligible workers for permanent unsubsidized employment. Whitley County High School Principal Allen Sweet said the program was “almost too good to be true.”



“We had so many things here in the school system that needed to be fixed and the program gave us free labor. It also let us give the community an opportunity to work,” Sweet said.

Sweet needed extra help to prepare school buildings and grounds for the upcoming year and run a summer program, and because he does not have a full-time staff during the summer. The summer workers were 17 – 62 years old and did a variety of jobs, such as janitors, office staff and maintenance workers.

Two of the summer workers were hired by the school for permanent positions. “People that we were interested in hiring, we were able to have them with no strings attached and see what kind of worker they would be with no obligation. They turned out to be good workers,” he said.

Sweet said he also saw a lot of positive results for the whole community. The program stimulated the economy, gave older workers a chance to find local jobs, helped businesses that couldn’t afford workers and gave students valuable experience.

Sweet said he would like to be a part of the program if they do it again next year. “I would be the first one. I would jump right in,” he said. “It helped me tremendously. The program was worthwhile to me because it gave our kids work and they got so much done for the school.”

Data continues to be collected and submitted by LWIBs to count the number of placements leading to permanent unsubsidized employment. In addition, follow-up services will continue to support the employment efforts of program participants.

## Employer Data

Employer Data									
LWIB	Total Approved	Approved Local Government	Approved State Government	Approved Private	Approved Non-Profit	Received Placements	Approved - Did Not Receive Placements	Job Openings Offered	WNK Jobs Ended in September
BARREN RIVER	83	12	4	45	21	43	40	257	117
BLUEGRASS	273	34	22	167	43	149	124	1,112	388
CUMBERLANDS	963	84	79	707	93	921	42	3,065	1,328
EKCEP	1,461	152	115	962	204	1,333	128	5,928	1,879
GREATER LOUISVILLE	130	11	23	44	50	125	5	977	182
GREEN RIVER	71	19	5	29	17	66	5	147	85
LINCOLN TRAIL	96	11	9	58	18	61	35	282	101
NORTHERN KENTUCKY	75	13	11	32	19	57	18	293	102
PURCHASE/PENNYRILE	198	23	14	132	27	146	52	775	284
TENCO	45	9	2	15	19	36	9	304	2
<b>Statewide</b>	<b>3,395</b>	<b>368</b>	<b>284</b>	<b>2,191</b>	<b>511</b>	<b>2,937</b>	<b>458</b>	<b>13,140</b>	<b>4,468</b>

### Available Job Categories

administrative web clerk	customer service	jewelry store clerk	rehabilitation
aerial application trainee	data entry	laborer-road department	rest area attendant
animal care worker	daycare teacher	law clerk	roofer
animal control	daycare worker	legal clerk	sales
animal shelter assistant	delivery person	licensed practical nurse	seamstress
assistant computer lab technician	dietary assistant	loader operator	security supervisor
assistant curator	disability case manager	lube tech	senior citizens center assistant
assistant librarian	disaster services assistant	machine operator	sewer plant worker
auditor	dishwasher	machinist	shipping and receiving
auto body aide	dispatcher	maintenance	skate attendant
bank teller	dock hand	marine mechanic	special events aide
book seller	drill rig operator	marketing specialist	special projects coordinator
bookkeeper	drywall installer	meat/deli clerk	steel fabricator
brick labor	electrician	mechanic	stocker
bus driver	firefighter recruit	medical records	teacher
cable installation	fitness instructor	museum guide	teacher assistant
camp counselor	flag person	off-bearer green chain	telemarketer
campground maintenance	forklift operator	packaging	tent setters
candle maker	general farm labor	painting	ticket office clerk
caregiver	general labor	peri-operative	travel host
carpenter	general manager	pharmacy technician	truck driver
cashier	glazier	photography assistant	veterinarian assistant
certified nurse assistant	graphic artist assistant	plant operations	waitress
chiropractic assistant	greenhouse worker	plumber's assistant	ward clerk
cleanup crew	gymnastics/dance assistant	PR assistant	warehouse
clerical	high school tutor	presser	water treatment
code enforcement intern	hostess	produce clerk	welder
			yard work

### Participating employers included:

Manufacturers  
 Financial Agencies  
 Public Education Providers  
 Colleges & Universities  
 Food Service & Restaurants  
 Health Care Providers  
 Transportation and Delivery Businesses

Retail Establishments  
 Construction Contractors  
 Electrical and Plumbing Contractors  
 Parks and Recreation Facilities  
 Hotels  
 Pharmacies  
 Emergency Services

### Participant Data

LWIB	Total Apps. Received	New Registered Job Seeker	Determined Eligible	Available Job Openings	Placed in Job	Not Placed in Job	Transitioned to Unsubsidized Employment	Returned to School	Transitioned to Unsubsidized Jobs (excludes returning students)
BARREN RIVER	274	37	74	257	74	0	8	19	15%
BLUEGRASS	3,142	258	750	1,112	310	440	129	2	42%
CUMBERLANDS	473	1,145	2,492	3,065	2,433	59	489	1,306	43%
EKCEP	3,429	2,377	4,759	5,928	4,782		546	not available	11%
GREATER LOUISVILLE	1,242	559	831	977	797	34	47	not available	6%
GREEN RIVER	304	62	125	147	104	21	13	61	30%
LINCOLN TRAIL	365	79	142	282	142	0	26	63	33%
NORTHERN KENTUCKY	461	109	188	293	155	33	31	39	27%
PURCHASE/PENNYRILE	1,275	102	552	775	425	127	141	84	41%
TENCO	594	64	123	304	92	31	12	65	44%
<b>Statewide</b>	<b>11,559</b>	<b>4,792</b>	<b>10,036</b>	<b>13,140</b>	<b>9,314</b>	<b>745</b>	<b>1,442</b>	not available	19%

Participant Wage Data			
LWIB	Average Hourly Rate	Total Wages	Average Wages
BARREN RIVER	\$ 8.47	\$ 124,762	\$ 1,331
BLUEGRASS	11.10	701,159.32	2,249
CUMBERLANDS	9.04	7,349,600.67	2,418
EKCEP	8.71	12,632,329.59	2,868
GREATER LOUISVILLE	8.76	1,185,423.93	1,582
GREEN RIVER	8.72	198,676.63	1,929
LINCOLN TRAIL	8.51	254,311.93	2,341
NORTHERN KENTUCKY	8.81	240,732.52	1,555
PURCHASE/PENNYRILE	10.65	723,264.74	1,718
TENCO	9.99	111,146.44	1,258
<b>Statewide</b>	<b>\$ 8.92</b>	<b>\$ 23,521,408</b>	<b>\$ 2,557.24</b>

Participants by Age	
Age	No.
16 - 24	6,896
25 - 44	2,119
45 - 64	284
65 +	15

### Participant Hourly Wages

LWIB	Hourly Wage Range			Average Participant Total Wage
	High	Low	Average	
BARREN RIVER	\$ 13.22	\$ 7.25	\$ 8.49	\$ 1,716.05
BLUEGRASS	25.00	7.25	11.16	2,312.73
CUMBERLANDS	25.00	7.25	9.05	3,017.35
EKCEP	32.85	7.25	8.62	2,670.72
GREATER LOUISVILLE	15.00	7.25	8.69	1,564.49
GREEN RIVER	25.00	7.25	8.67	1,916.50
LINCOLN TRAIL	12.50	7.25	8.52	1,908.38
NORTHERN KENTUCKY	15.00	7.25	8.91	1,551.39
PURCHASE/PENNYRILE	20.82	7.25	10.63	1,710.08
TENCO	12.00	7.25	8.92	1,266.46
<b>Statewide</b>				<b>\$ 2,525.00</b>