

Resource Guide Overview



Family centered Employment (FCE) focuses on creating opportunities for and addressing the needs of parents and children together to improve family outcomes. An FCE approach helps families get education and training, job obtainment and success, and the social supports like child care, parenting skills, housing, and health care they need to create a legacy of employment success, economic stability and overall well-being that passes from one generation to the next.

NAWB and Innovate+Educate have joined forces to advance FCE approaches to Workforce Development Boards (WDBs) with the support of the W. K. Kellogg Foundation. The Family Centered Employment initiative is focused on advancing new pathways to employment while providing linkages between early childhood development and employment, leading to economic advancement and a thriving family. More information about the initiative can be found at: www.nawb.org/two_generation_workforce.asp.

TERMINOLOGY: Family-centered Employment (FCE) and 2Generation (2Gen) programs are the same. We use the term FCE because it has resonated with WDBs, though some of the literature we reference will use the term 2Gen.

WDBs play a critical role in implementing FCE, but success requires working with a variety of partners. If the partners work together, removing unnecessary silos and integrating programs, they can make significant progress. Dedicating staff time and establishing a problem solving team with members from each organization will help. These partnerships enable the braiding of a variety of significant funding and enable an effective joint case management approach. Potential funding streams to braid include: Head Start, TANF, SNAP, WIOA, Wagner-Peyser, LIHEAP, Trade Adjustment Assistance (TAA), TRIO, SWFI, and special sources such as grants and Child Development Block grants. More detail is available at: https://irp-cdn.multiscreensite.com/dc0a626e/files/uploaded/FCE_Funding_%20onepage_NAWB_Overview_REVIEW.pdf.

Leadership from several of the partner organizations, not just involvement or attendance, is important to overall success, harnessing existing momentum and services from multiple organizations that focus on outcomes for the same families. These partner organizations are likely struggling with work readiness, training, placement and success for those they serve, and in meeting their goals related to these outcomes. A WDB's ability to use WIOA resources to overcome these hurdles provides significant benefit to these partners.

Several key barriers to a job seeker's success can be addressed with the help of critical partners, including:

Housing: Health and Human Services can address stable housing issues, which are foundational to success

Child care: Head Start, Early Head Start and Child Care Services, using WIOA funding to cover gaps in availability, can overcome this barrier. Without stable and quality child care, the job seeker will often fail in training or at work

Transportation: Jobseekers will also fail without stable transportation, which can be obtained through WIOA funding or partnerships with the local transportation district and non-profit organizations

Financial literacy: This can be overcome with training and post-employment support existing within several organizations

You will likely need to convince one or more key stakeholders, possibly including members of your WDB Leadership Team or Board, that FCE is worth the effort. Aspen Institute's Ascend Messaging Guide and Tip Sheet, at www.ascend.aspeninstitute.org/resources/ascend-messaging-guide-and-tip-sheet/, provides a variety of messages that are meaningful to various stakeholders.

Understanding the needs of the job seeker and family, and what will help them succeed, will become the center of the services you provide. For WDBs not using a human-centered design approach, this can be a big change. The result is applying, and sometimes creating, programmatic solutions, some of which will be delivered by partners. An example of a straightforward change is enhancing intake forms to quickly identify the needs and possible solutions, as well as enabling partners to leverage those forms to refer those they serve to you.

Family-centered coaching is a new concept for many WDBs, though it likely isn't for Human Services organizations. The Prosperity Agenda has a toolkit to gain an understanding of, and details for, implementing the concepts and getting buy in from and training for WDB staff. It is available from www.theprospertyagenda.org/familycentered-coaching/.

Your approach to employment for job seekers probably won't change much, but employers will be appreciative that you are bringing them well prepared and supported candidates that have already overcome the barriers they see causing their employees to struggle at work. For instance, details around the struggles of employers/employees with child care are at www.strongnation.org/articles/780-want-to-grow-the-economy-fix-the-child-care-crisis.

Additional information about getting an FCE initiative started, such as a policy framework and success factors, are available in "Promoting Two-Generation Strategies: A Getting-Started Guide for State and Local Policy Makers", www.fcd-us.org/promoting-two-generation-strategies-getting-started-guide-state-local-policy-makers/.

Watch this website for additional updates. A full Toolkit for Implementing an FCE Program at WDBs is expected to be available here in October 2019.