Engaging Employers in Hiring People with Records

“I’ve seen how a job makes all the difference. When I give someone a chance and he becomes my best employee, I know that I’m doing right by my community.” – Local Business Owner

Reentry Solutions Conference
September 30, 2015

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Four Primary Project Components:

1. Outreach and engagement with business community

2. Business Leaders Summit on Reentry

3. Legal trainings:
   - Employers
   - Workforce Development Organizations
   - People with Records

## 1. Business Community Outreach

### What are businesses concerned about?
- Workplace safety and security
- Negligent hiring
- Retention of employees
- Fear based on stereotypes and lack of information

### What resonates with businesses?
- Employer-to-employer perspective
- Profit and the bottom line
- Hiring local
- Success stories and personalizing the issue
2. Business Leaders Summit on Reentry

- Of the for-profit business attendees:
  - 57% had hired someone with a record
  - By end of Summit, 94% were willing to hire or employ qualified job applicants with criminal records at their companies.
What would help employers expand hiring?
3. Legal Trainings for Employers & Workforce Development

Materials:

- Primer on Background Check and Screening Laws
- Best Practices Guide to Fair Chance Hiring
- Guide to Employer Incentives and Subsidies
- One-pager – “The Business Case”
- **Fair Chance Trainings** for Employers, Workers, and Workforce Development Providers
4. Public Education Campaign

**A GOOD HIRE**

RESOURCES FOR FINDING UNDISCOVERED TALENT

- Website: [http://agoodhire.com](http://agoodhire.com)
- Twitter: [@agoodhire](https://twitter.com/agoodhire)
- LinkedIn Campaign: [https://www.linkedin.com/company/a-good-hire](https://www.linkedin.com/company/a-good-hire)
- Direct business outreach: phone, email, and interviews
• Five original videos written and produced

**A Good Hire videos:**

- *This Chef hired someone with a criminal record and see what happened.*
- *Successful Office Supply Company Benefits from People with Records.*
- *Hiring People with Records Can Help your Bottom Line.*
- *Local CEO Shares How He Finds Undiscovered Talent.*
- *An Erroneous Background Check Showed Her How Easily Mistakes Can Be Made.*
Thank you!

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@jflintoft

A Good Hire: http://agoodhire.com
Lawyers’ Committee for Civil Rights of SF Bay Area: http://lcr.com
National Employment Law Project: http://nelp.org
Industry Employment Program

enhancing opportunities for successful reentry
INDUSTRY EMPLOYMENT PROGRAM

• **Who we are**
  - What is CALPIA’s #1 product?
  - How we fit into CALPIA
  - How we fit into CDCR
INDUSTRY EMPLOYMENT PROGRAM

• Purpose

✓ Increase CALPIA participant’s chances to obtain meaningful jobs upon release
✓ Reduce recidivism
✓ Contribute to safer communities
INDUSTRY EMPLOYMENT PROGRAM

• Benefits

✓ Assist CALPIA participants to acquire job skills and certifications
✓ Provide “real world” work environments
✓ Help with skill assessment and transitional services
INDUSTRY EMPLOYMENT PROGRAM

• Certifications
  ✓ Requirements
  ✓ Accredited Certifications
  ✓ Non-Accredited Certifications
### Accredited Certification Programs

<table>
<thead>
<tr>
<th>Accrediting Organization</th>
<th>Certification Area</th>
<th>Type</th>
<th>Installations/Service</th>
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<tbody>
<tr>
<td>American Board of Opticianry</td>
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<td>ServSafe Food Handler</td>
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<tr>
<td>Productivity Training Corporation</td>
<td>Dental Technician</td>
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### Other Certifications

- **Association for Linen Management**
  - Certified Linen Technician
  - Certified Washroom Technician
  - Certified Laundry Linen Manager

- **CA Department of Food & Agriculture**
  - Artificial Insemination License
  - Pasteurizer License
  - Sampler/Weigher License

- **Electronics Technicians Association**
  - Customer Service Specialist (CSS)
  - Certified Electronics Technician (CET)
  - Journeyman (Industrial)

- **Library of Congress – Braille**
  - Literary Transcribing
  - Literary Proofreading
  - Mathematics Transcribing
  - Mathematics Proofreading
  - Music Transcribing
## Accredited Certification Programs

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<thead>
<tr>
<th>Course Code</th>
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<tr>
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<td>Bearings</td>
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<td>Pumps</td>
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<td>Multiple-Machine Procedures</td>
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<td>Constructing the Building Shell</td>
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<td>Finishing the Building Interior</td>
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<td>Structural Painting</td>
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<td>Plumbing Systems Maintenance</td>
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<td>Floors and Floor Care Equipment</td>
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<td>Maintaining Floors/Other Surfaces</td>
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<td>454</td>
<td>Rest Room Care</td>
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<tr>
<td>455</td>
<td>Carpet and Upholstery Care</td>
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</table>
INDUSTRY EMPLOYMENT PROGRAM

• Career Technical Education (CTE)
  ✓ Laborer
  ✓ Carpentry
  ✓ AutoCAD
  ✓ Ironworker
  ✓ Facilities Maintenance
  ✓ Marine Technology Training Center
  ✓ 7370 Computer Coding
INDUSTRY EMPLOYMENT PROGRAM

• Resources
  ✓ Transitions
  ✓ Union Dues/Enrollment
  ✓ Tools
INDUSTRY EMPLOYMENT PROGRAM

Employer Forums
Questions?
Rubicon Programs Inc.

Employment After Incarceration

Traci Rodarte-Young
Business Services Manager
Contra Cost County / Alameda County
Tracir@rubiconprograms.org
www.rubiconprograms.org
Rubicon Programs

We transform East Bay communities by equipping low-income people to break the cycle of poverty.
How It’s Done

• People in our hardest hit communities need intensive support
  • Follow-up services to access jobs
• Opportunities that will enable them to move and stay out of poverty
  • Rubicon finds support that’s right for each individual, a personalized, comprehensive collection of services
Integration = Impact

- Career Advising
- Financial Education
- Legal Services
- Behavioral Health
- Health and Wellness
- Employment Services
Finding People Jobs!

• Rubicon served more than 4,000 people across Alameda County and Contra Costa County last year

• We placed over 670 unemployed people in jobs, more than at any point in our over 40 year history

• Over 1/3 have been incarcerated at one point in their lives
Know Your Rights

Knowing your rights and what shows on your RAP sheet will help you get the JOB!

You are not required to disclose all arrest and convictions, such as:

- Records that have been sealed or expunged
- Certain minor drug convictions or misdemeanors
- Charges are pending, currently at trial, or arrest that did not result in a conviction
- If not required to do a Live Scan, conviction that were over 7 years ago
Apply For The Right Job!

• The nature of the conviction matters, certain types of convictions can disqualify you for certain categories of jobs

• Consider the relationship of your conviction to the position in which you want to apply
The Facts

- According to the U.S. Department of Justice, nearly 40% of America’s working-age adult population has a criminal record.
- Refusing to hire anyone with a record is significantly decreasing your applications for hire.
- Doing so may be criminally wrong itself, unless it is a legitimate business disqualification.
How To Comply With Fair Hiring Guidelines

• Eliminate policies or practices that exclude candidates from employment based on a criminal record

• Train managers, HR staff and decision makers on Title VII and its prohibition on employment discrimination

• Identify job requirements and actual circumstances under which jobs are performed

• Determine the specific offenses that may demonstrate unfitness for performing such jobs
Applicant Consideration

• The nature or gravity of the offense or conduct
• The time elapsed since the offense, conviction; and/or completion of the sentence
• The nature of the job sought
Benefits of Hiring People with Criminal Records

• Equal Opportunity Employer

• Expand talent pool

• Financial Incentives/Tax credit

• Federal Bonding Program
The Center for Employment Opportunities (CEO) is dedicated to providing immediate, effective and comprehensive employment services to men and women with recent criminal convictions.
CEO’S
4 STEPS
THAT
WORK

Career training
Transitional work
Permanent placement
Post-placement
CAREER TRAINING

A week-long class teaching clients crucial business skills with individualized guidance and program-long continued support.
TRANSITIONAL WORK

Temporary employment for clients at CEO work sites Paying minimum wage each day.
CEO PROGRAM MODEL

1. RECRUITMENT
   - Participants are recruited, ideally, within 90 days of release

2. LIFE SKILLS EDUCATION
   - Participants attend a 4-day life skills education course

3. TRANSITIONAL EMPLOYMENT
   - All Life Skills Education graduates are placed into transitional employment on CEO work crews

4. JOB COACHING
   - Prepares participants to become “Job Start Ready” and eligible for placement services

5. JOB DEVELOPMENT/PLACEMENT
   - Matches participant with potential employment opportunities

6. RETENTION SERVICES
   - 12 months of ongoing support after placement including monetary incentives (Rapid Rewards)

- After completing the brief Life Skills Education all participants are immediately employed on a transitional work crew
- While working on a transitional work crew participants are assessed to determine their “job start readiness” (JSR)
- All job start ready participants work with a job developer to secure full-time employment, while still working 3-4 days a week on the work crews
- After job placements CEO provides up to 12 months of retention services including monetary incentives and case management
- If a participant loses their job they can return to CEO, reengage with a work crew and work with a Job Developer on a new job placement

- JOB PLACEMENT
  - Participants are placed into unsubsidized employment
• Using transitional jobs & job coaching to create Job Start Ready candidates
• Matching candidates’ skills & abilities to open job orders with full-time employers
• CEO’s long track record of job placements for this population enable Job Developers to target industries where we have been successful in the past

THE BEST WAY TO GET A JOB IS TO HAVE A JOB

CEO Placements by industry from past decade

- Services 33%
- Retail 29%
- Transportation, Communications, Electric, Gas, & Sanitation 7%
- Manufacturing 9%
- Construction 7%
- Real Estate 2%
- Agriculture, Forestry, & Fishing 2%
- Public Administration 3%
- Food Stores 3%
- Other Retail 7%
- Eating and Drinking Places 20%
Developing the Employer

• Targeting the Right Employer

  – Employer Side Development
    • Identifying and Recruiting employers that have jobs the majority of our participants can perform and appealing to their bottom line

  – Participant Side Development
    • Identifying and Recruiting Employers who have jobs that match the specific skills and background of an individual participant.
Fulfilling our Promise to Participants and Employers

- **Provision of Incentives (Rapid Rewards)**
  - Monetary incentives (Rapid Rewards) to keep participants engaged and motivated

- **Case Management**
  - Offering the hands-on support (e.g., finding child care, navigating workplace dynamics) needed to keep participants working

- **Post Placement Services**
  - Honoring our commitment to participants by (re)placing those who lose a job within 12 months

POST PLACEMENT SERVICES
PERFORMANCE MANAGEMENT:

CEO has built an award winning performance management system using Salesforce. CEO’s highly customized instance of Salesforce enables CEO to:

- Provide real-time metrics that unify the organization around performance
- Remain flexible to specific local requirements associated with a particular contract or site
- Ensure quality and dedication to program improvement throughout the organization