

# TANF Recruitment

Pathways to Success

Community College of Allegheny County

HPOG National Conference, 2018

# Objectives

- Identify barriers to TANF recruitment
- Recognize the importance of building relationships with TANF stakeholders
- Discuss strategies to improve TANF recruitment

# Barriers

- Lack of knowledge about state TANF Plan
- Lack of knowledge about how County Assistance Office (CAO), Employment, Advancement and Retention Network (EARN) and Work Ready programs work and intersect
- Difficulty identifying appropriate contacts (“champions”) within the agencies
- Limited access to TANF case managers

# Overcoming the Barriers

- Obtain and get familiar with your state's TANF plan
- Must learn how the County Assistance Office (CAO), Work Ready and Employment, Advancement and Retention Network (EARN) programs operate
- Must understand each organization's own requirements and goals
- Must identify the point of contact and establish regular communication
- Must gain "buy in" through common goals

# Building Relationships

- Identify key stakeholders - state TANF office, local EARN and Work Ready offices, CAO office, KEYS, Women and Girl's Foundation (WGF)
- Establish regular meetings with key stakeholders
- Identify common goals and commit to working together to meet them

# Recruitment Strategy

- Establish regular recruitment activity
- Build your plan around common goals and outcomes
- Be prepared to meet clients where they are
- Establish clear roles between agencies
- Establish clear lines of communication
- Create a plan to share progress data

# Our strategy

- Recruiter in EARN offices twice a week
- Bi-monthly meetings with stakeholders
- Formalized partnership with WGF
- Developing strategies to engage TANF recipients who do not have a work requirement