



Summary April 3, 2019 Hire 253

Kelly Blucher | June, 2019

Executive Summary

On April 3, 2019, Goodwill of the Olympics and Rainier Region (GORR) hosted the 5th Hire 253 job fair. It is the third consecutive Hire 253 held at the GORR Milgard Work Opportunity Center. Six hundred and thirty-six job seekers participated between 10am and 2pm and spoke with 81 employers who were invited by WorkSource Pierce. Over 650 job interviews were conducted during the event resulting in 200 reported hires between the event and the month there after. The hire data was collected from employer feedback, job seeker feedback and reporting from agencies assisting clients.

The job fair was tag lined, “Ending Homelessness, One Job at a Time”. In addition to employers the fair also provided 12 community resource tables with assistance in areas such as housing, education, training, healthcare, food, and clothing. These resource tables were there to assist the 21% of attendees who either self-identified as currently experiencing homelessness or having been homeless in the last year, according to data collected and cross referenced in Homeless Management Information System (HMIS). (See Appendix B for graphical demographic data collected from registrations at the event). Two shuttles, driven by Salvation Army and Tacoma Rescue Mission, ran on rotation from 5 local shelters providing transportation to residents.

The conception of this event came from a workforce development sub-committee formed within the Pierce County Coalition to End Homelessness, a collaboration of local non-profits and service providers with the mission of ending homelessness in Pierce County. (See organization list in Appendix A.) Although this action-oriented group recognizes there is not one answer to ending homelessness, they strive to come up with new ideas to help alleviate those facing the housing crisis. Through partnerships and overlapping services from local organizations, this team believes they can make a difference in the community and they are.

Members of the Coalition sub-committee conducted the event planning, preparation and execution and more than 100 volunteers from these organizations were onsite throughout the day to assist visitors in navigating the job fair and engaging with employers. Several sponsors contributed additional support of Hire 253 such as marketing and swag from Molina, tables from The Salvation Army, coffee/snacks from Goodwill’s Buzz Café, backpacks filled with gift certificates and giveaways for raffle prizes from the Living Access Support Alliance, and funding from Catholic Community Services, Amerigroup, Goodwill’s Military and Veteran’s

Services Program and REACH to support the more than 650 hot lunches prepared and served by Goodwill's Neighborhood Bistro.

Overall, this event was a huge success for the greater Pierce County community, not only because of the employment resources provided, but also because of connecting individuals with various resources in housing, clothing, education, transportation and other barriers to self-sustainability. Employers were pleased with the event as demonstrated through all 81 employers participating in our feedback survey. They gave a 100% positive rating that Hire 253 is the best event of its kind with the greatest turn-out and well-prepared job seekers. Online surveys were sent out, May 5, 2019, to all 636 participants to confirm employment, retention and follow-up services. We had a 12% response rate and were able to glean some additional information on hiring as well as make referrals to other training and skill building services.

No specific date has been set for the next Hire 253, although we are looking at September when the majority of businesses conduct hiring for the holidays.

Comprehensive Summary

A comparison of the three most recent Hire 253 events hosted by GORR in June 2018, October 2018 and April 2019 is graphically demonstrated in Appendix C. Included are the most notable statistics in regards to outreach, occupation, disability, barriers, age, race and education. This data helps to recognize where improvements should be made for future events such as resources provided to those with highest barriers, incorporating employers that target high demanding occupations, determining where outreach should focus and the utilization of various organizations for added client services. Other key facts and data:

- There has been increased news media on the event. We increased our exposure in media from being 19% of our advertising in June 2018 to 36% of our advertising in April 2019.
- Administrative occupations are the highest in demand for job seekers while having the least number of employers with this type of work available at the event. 25% of job seekers were looking for this type of work.
- The number of job seekers reporting disabilities has remained consistent averaging 6% with documented disability.
- The age of job seekers reflected an increase in the 45-60 range growing by 11% over the span of the three events while over 60 decreased by 10% over that same span.
- Highest barriers reported included 53% unemployed, 18% lack of college, 16% older workers, 11% experiencing homelessness, and 9% criminal background.
- The demographics of the event on average are: 42% white, 23% African-American, 13% Multi-racial, 5% Hispanic, 4.6% other, 3.6% Asian, 3.3% Pacific Island, 2% American Indian

- Attendees with a BA degree have increased from 6% to 13%.

Key changes in upcoming events based on data will include:

- As there was a steady increase in demand for occupations in hospitality, Goodwill in partnership with WorkSource-Pierce and the Washington Hospitality Association will host 40 employers on June 19th, 2019 all focused in various areas of hospitality.
- Additional outreach will be conducted utilizing Univision (Spanish Speaking television and radio) to increase attendance by a more diverse population as well as partnerships targeting Tacoma's Eastside and Hill Top communities.
- 253 Works! Job Club is open to the public every 2nd & 4th Wednesday monthly to bring in job seekers and assist with one-on-one resume and application preparation as well as practice mock interviews. This has been communicated out to all partners for increased support as many will host preparation job clubs for the next event.
- Employers will be strongly vetted targeting those with more job openings, higher pay, ability to report back, capable of on-the-spot interviews and overall good productivity during previous events.

Media Release Hire 253 – George White

**Youth & adults facing homelessness, others
to access employment opportunities and assistance
at April 3rd Tacoma "HIRE 253 JOB FAIR"**

More than 600 expected to receive employment opportunities from 70+ employers

TACOMA, WA (April 1, 2019) – More than 600 youth and adults facing homelessness will have the opportunity to apply for entry-level and general employment in nine career fields at a job fair at Goodwill in Tacoma on October 3rd (10 a.m. – 2 p.m.).

This public/private effort is the fifth quarterly job fair and hiring event planned by thirteen Pierce County partner organizations. **Catholic Community Services, Molina Healthcare, the REACH Center, the DSHS Employment Pipeline, Sound Outreach, Salvation Army Tacoma Citadel, Tacoma Rescue Mission, Living Access Support Alliance (LASA), the Metropolitan Development Council, Career Path Services, Valeo Vocation, Goodwill of the Olympics & Rainier Region, and WorkSource Pierce** are collaborating with 60 employers and other resources committed to helping those in crisis located within area code 253.



Prior to the event, each partner organization will prepare its clients and provide support services such as resume help, interview skills and practice, job search/research skills and designing a master job application to maximize job seeker success at the job fair. During the event, Goodwill's Job Club will provide similar services to attendees in their 3rd floor computer training areas. This preparation strategy is seen as key to the 32% hire rate attendees experienced over the last several events. Funding for the HIRE 253 Job Fair is provided by Catholic Community Services, Amerigroup, Molina Healthcare, Goodwill and several of the participating partner organizations. In addition, free lunches for job seekers are also included.

The event is open to the public in addition to partner-assisted clients. Register at <https://www.facebook.com/Hire253/>.

"The HIRE 253 Job Fair is an initiative under our community partnership goal to end homelessness one job at a time," said **Kelly Blucher, event organizer** and Community Engagement Coordinator at Goodwill. "For those who do not land a job on April 3rd, our network of resource providers will continue to help willing attendees by furnishing job seekers with career, job skill and job placement programs that will make them more competitive moving forward.

HIRE 253, designed by the Pierce County Coalition to end Homelessness and launched as a quarterly event, has grown in scope and size since its first event in November 2017, which attracted 120 participants and 28 employers / resource providers. **The most recent event, October 3, 2018 at Goodwill HQ in Tacoma, had 634 attendees with 32% attaining employment.**

"Our work is cut out for us. Right now, there are around 4,800 people experiencing homelessness in Pierce County – 3,650 of them adults," said **Gerrit Nyland, Director of Client Information Systems at Catholic community Services of Western Washington**. "Some 1,400 of those adults are looking to enter the workforce. With the right assistance, we can help them achieve that goal."



At the Milgard Work Opportunity Center on April 3rd, 80 employers and resources will occupy stations at the youth REACH Center on the first floor and the Goodwill adult training area on the 3rd floor. Goodwill's culinary school (the 3rd floor Neighborhood Bistro) will supply free lunch to the first 500 attendees. Employers representing the construction, manufacturing, hospitality, retail, food service, transportation, warehouse, health care and government career fields will

conduct on-the-spot interviews and potential hiring. Transportation shuttles will run between Goodwill, local shelters and other key pick-up locations. The fair is open to all job seekers.

About Goodwill of the Olympics & Rainier Region:

As a unique, nonprofit social enterprise serving 15 counties, Goodwill leverages its thrift



store revenue and community support to provide the region's unemployed with free career path training, life skills education and job placement in a variety of fields. This year Goodwill of the Olympics and Rainier Region is on track to help 7,000 people gain new skills and enhance their quality of life through entry into computer and office, culinary, construction, environmental cleanup, barista, retail, and warehouse/logistics careers. These programs are funded through generous financial gifts, public/private grants, business partnerships, revenue from our 37 thrift stores (including online sales), and salvage/recycle operations. www.goodwillwa.org

Appendix A

Pierce County Coalition to End Homelessness- Workforce Development Sub-Committee

Goodwill of the Olympics and Rainier Region

Kelly Blucher (Chair)
Community Engagement and Outreach Manager

REACH

Antasia Williams
Deputy Director

WA Dept. of Social and Health Services

Kerry Judge-Kemp
Statewide Program Coordinator
Employment Pipeline

Metropolitan Development Council

Elaine Tuisila
Employment Case Manager
Adult Education & Employment Services

Employment Security Department

Emeline Pahulu
Supervisor

Goodwill of the Olympics and Rainier Region

George White
Public Relations and Communications Manager

Catholic Community Resources

Gerrit Nyland
Director of Client Information Systems

Salvation Army

Heather Wiley
Social Service Director

Valeo Vocation

Sherri Jensen (Co-Chair)
Chief Executive Officer

Tacoma Rescue Mission

Luis Rivera Zayas
Director of Emergency and Outreach Services

Salvation Army

Major Martha Sheppard
Executive Program Director

Goodwill of the Olympics and Rainier Region

Michaela Woodmansee
Outreach and Enrollment Coordinator-YouthBuild

Goodwill of the Olympics and Rainier Region

Norman Brickhouse
Financial Education and Initiatives Manager

Worksource Pierce

Peter Mihaluta
Business Services

Molina Healthcare

Sheila Mirafior
Community Connector

Sound Outreach

Tim Jumper
Director of Hilltop Center for Strong Families

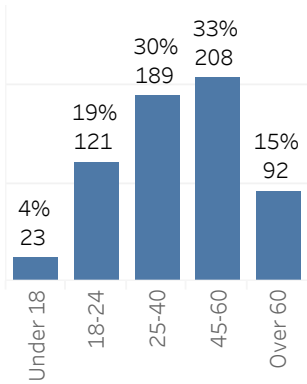
Living Access Support Alliance

Yuni Medlin
Prevention Specialist

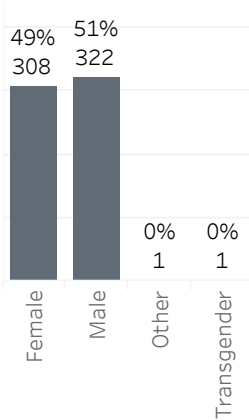
Hire253 - April 2019

Total Surveys: 633

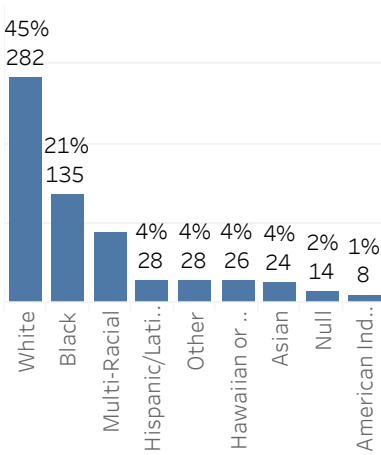
Age



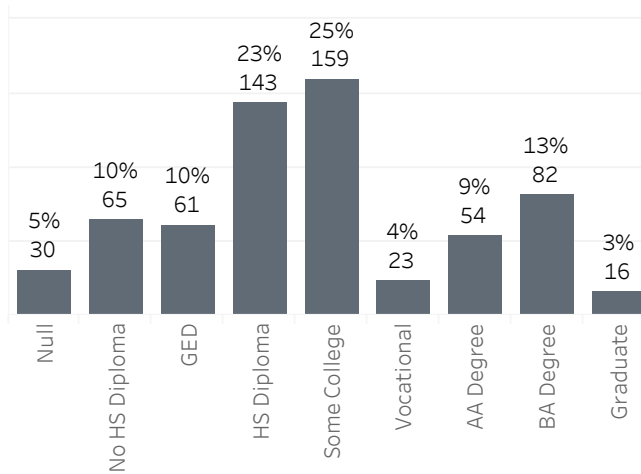
Gender



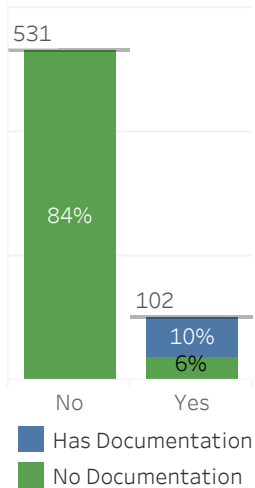
Race/Ethnicity



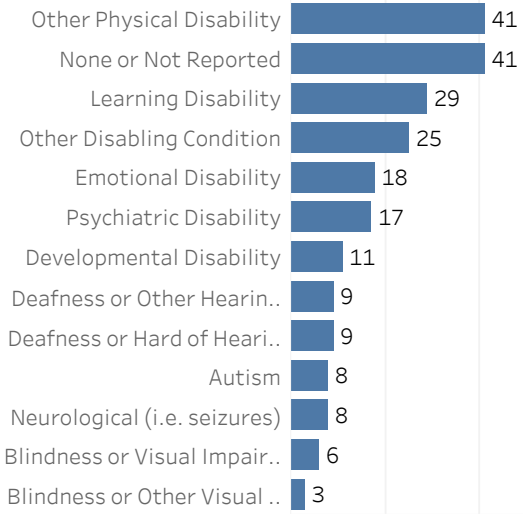
Education



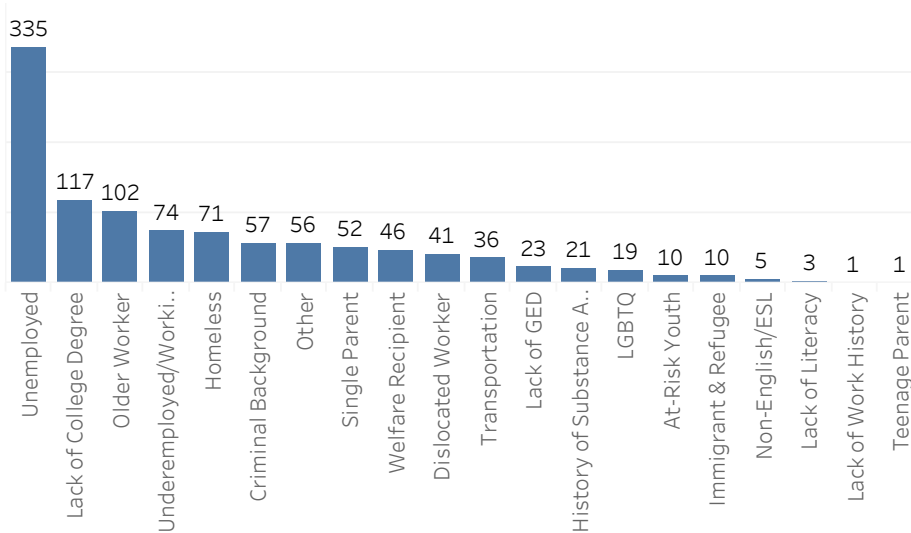
Disability



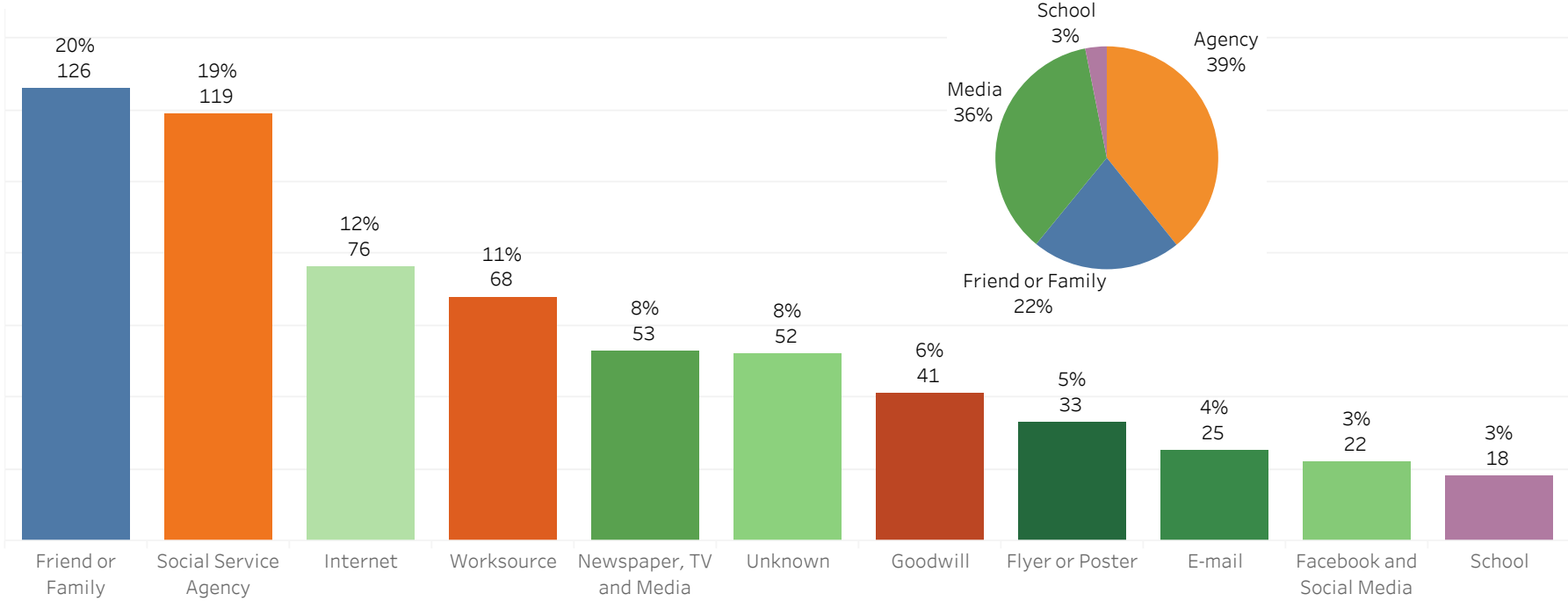
Disability Category



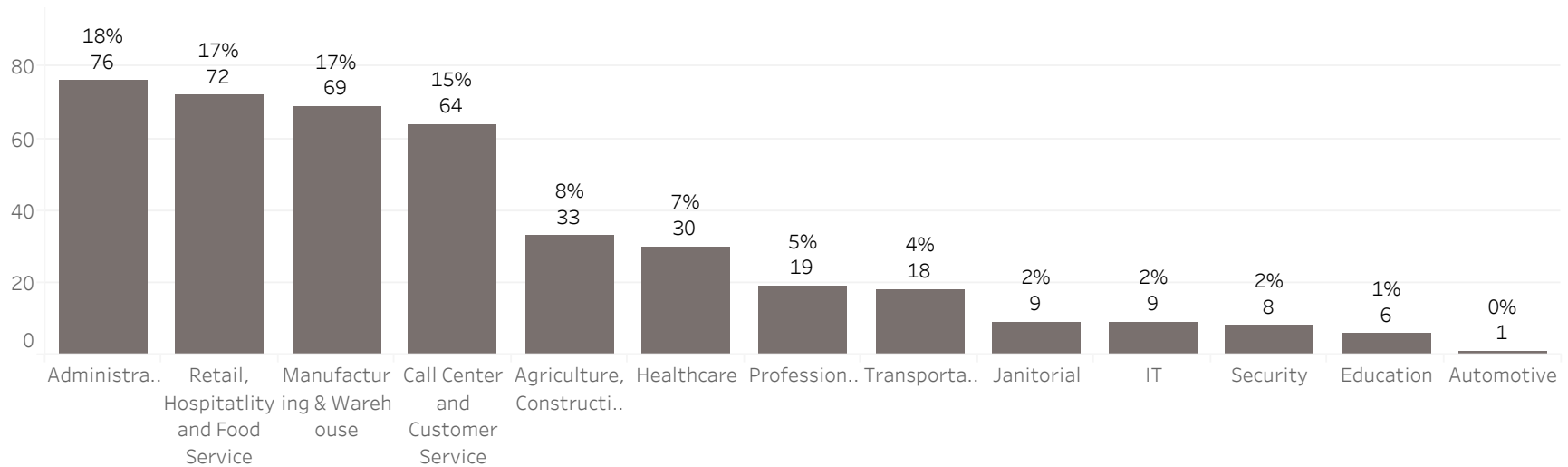
Barriers to Employment



How did you Hear about Hire253?

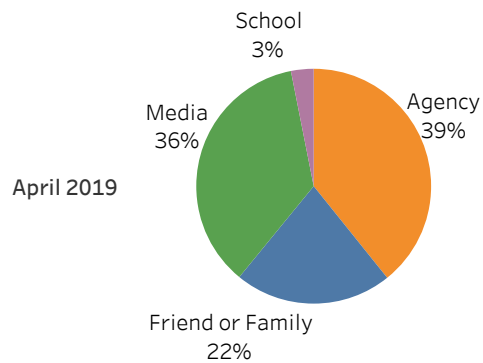
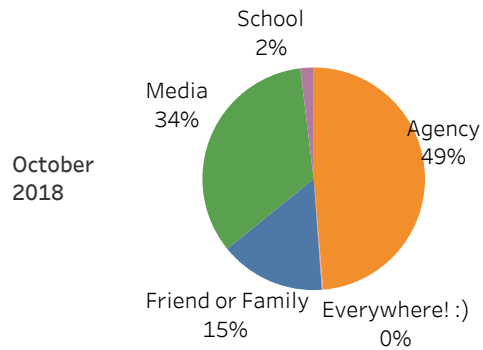
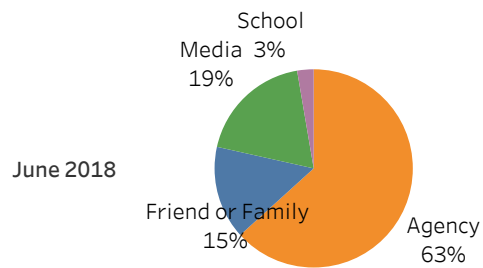


Occupation Interest

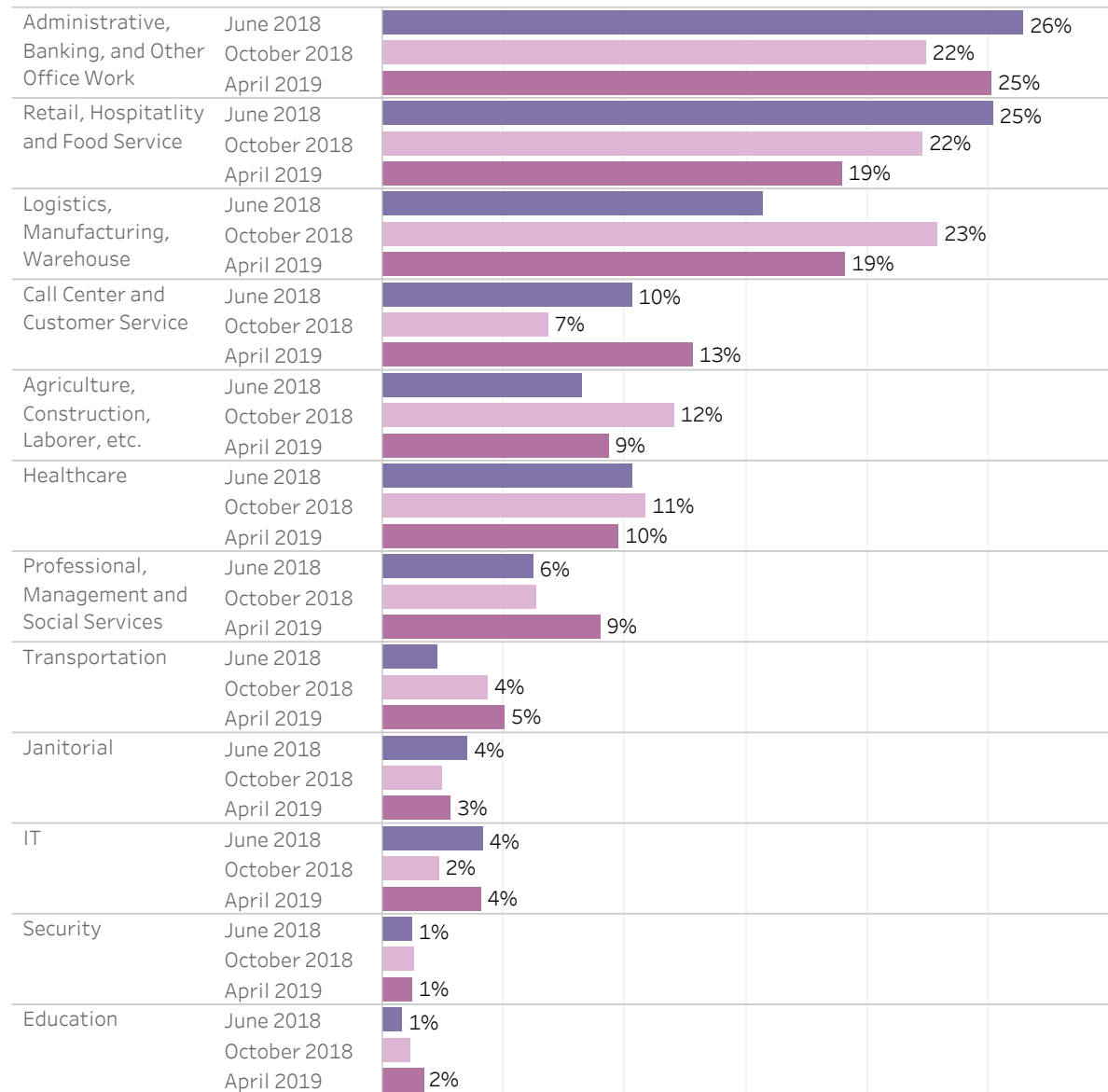


APPENDIX C

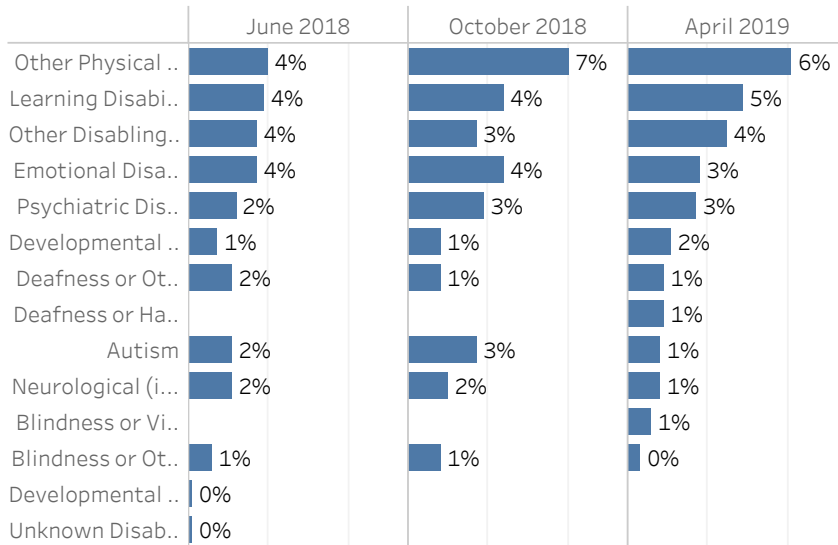
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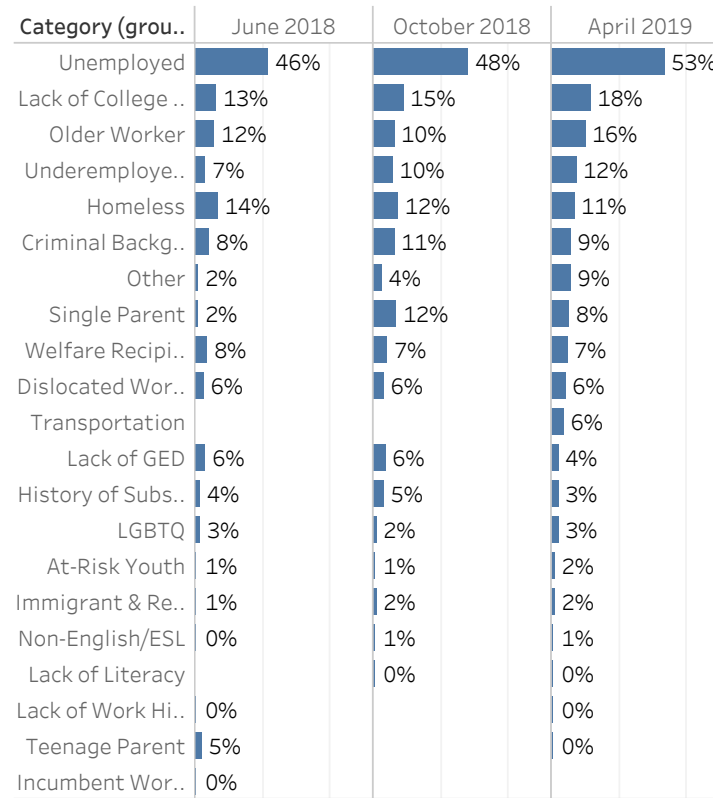
Occupation Interest



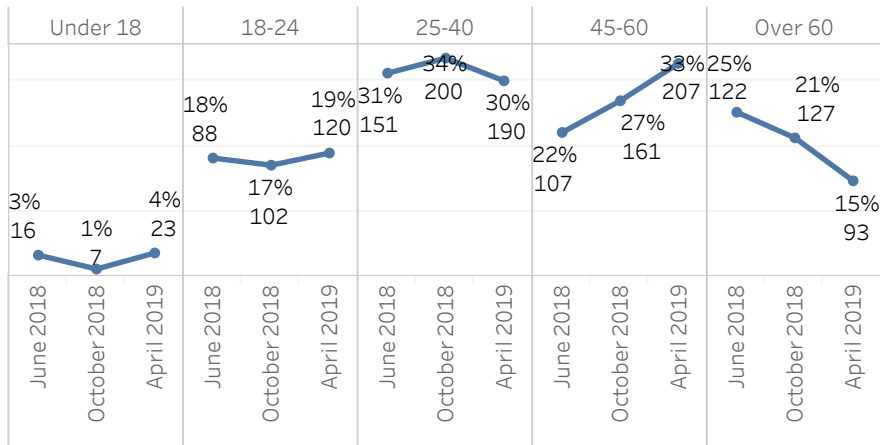
Disability by event



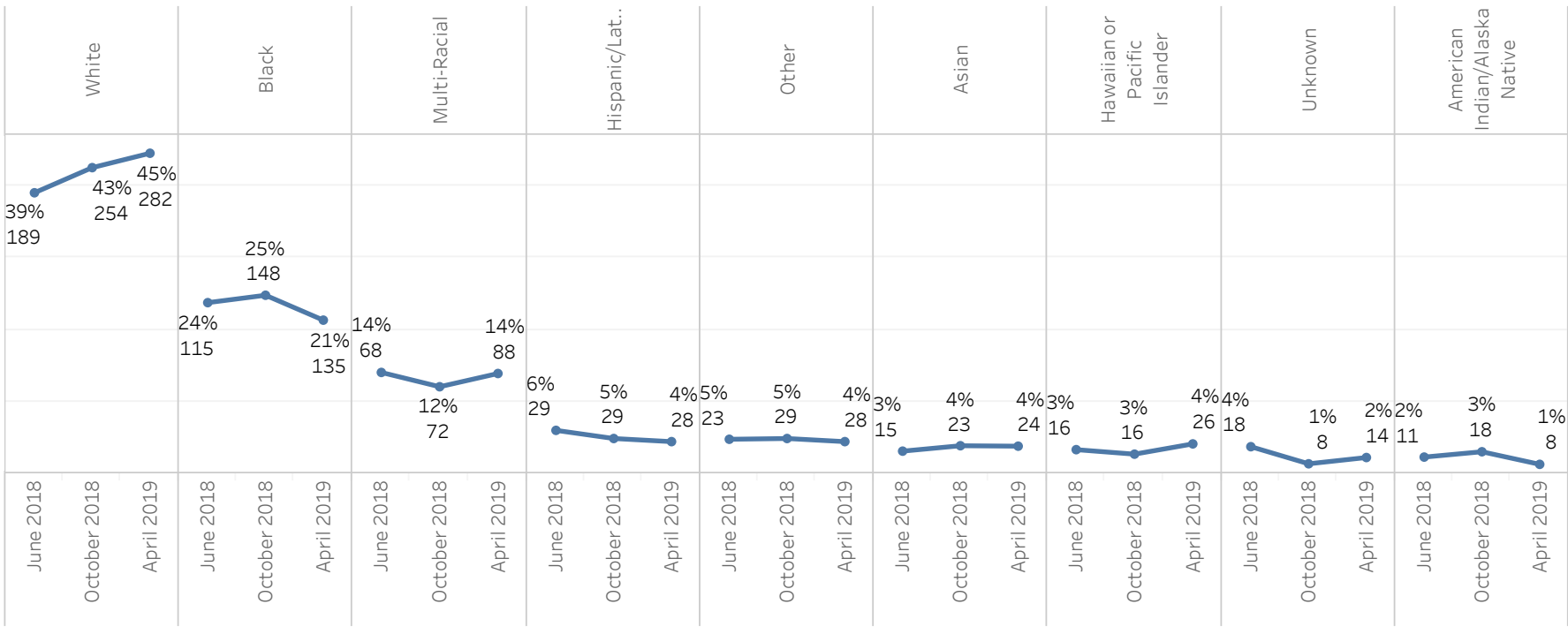
Barrier by Event



Age by Event



Race by event



Ed by Event

