

COMMONWEALTH OF VIRGINIA
DEPARTMENT FOR AGING AND REHABILITATIVE SERVICES
SENIOR COMMUNITY SERVICE EMPLOYMENT PROGRAM
STATE PLAN PY 2020-2023
Program Year 2021 Modification

I. Introduction

The Commonwealth of Virginia's Department for Aging and Rehabilitative Services (DARS), which administers the state's Senior Community Service Employment Program (SCSEP) is responsible for taking the lead role to complete the SCSEP State Plan and State Plan Modification. This plan is required by the 2006 Older Americans Act (OAA) Amendments, (update in 2014), signed into law on October 17, 2006. The OAA amendments require the governor or designee to submit a State Plan that includes a four-year strategy for the statewide provision of community service training and other activities for eligible individuals under the SCSEP. The State Plan is intended to foster both short-term and long-term coordination among the national and state SCSEP grantees and sub-grantees operating within the state. It is intended to facilitate the efforts of key stakeholders to work collaboratively through a participatory process to achieve the SCSEP's goals. DOLETA requires that the plan be modified after two years. The United States Department of Labor, Employment and Training Administration (DOLETA) funds and oversees the program.

SCSEP is the only federally sponsored employment and training program targeted to unemployed, low-income Americans aged 55 and older, who have poor employment prospects and barriers to employment. Individuals served by the program receive training through part-time services oriented training positions at public or non-profit agencies in their communities. During their training, participants earn minimum wage for training hours. The program has dual goals; it promotes community service, and helps participants achieve economic self-sufficiency by guiding them into unsubsidized employment, when appropriate. The program benefits both participants and the communities they serve. It serves as a bridge to unsubsidized employment in entry-level jobs, and benefits communities by performing valuable and needed community service.

SCSEP is administered at the federal level by the United States Department of Labor. DOLETA allocated funds to operate the program to state agencies on aging in the 50 states, the District of Columbia, Puerto Rico, and the territories, and awards funds based on open competition to national contractor organizations or sponsors. The most recent national grantee awards were announced in 2016. In the Commonwealth of Virginia, the state funding share (22%) is administered by DARS, and the national

sponsor funding share (78%) is administered by three national contractors. National sponsor organizations operating SCSEP in Virginia are the AARP Foundation (AARP), Goodwill Industries International, Inc. (GWI), and the National Council on Aging (NCOA).

The State Plan is submitted to DOLETA every four years. The State Plan is modified every two years. That modification is also submitted to DOLETA.

II. Purpose of the Plan

DOLETA considers the State Plan to be an opportunity for the state to take a long term, strategic view of the SCSEP, including the program's role in workforce development, projected changes in state demographics, and the status of the economy and labor market in the state. The State Plan is intended to address the role of SCSEP relative to other workforce programs as well as other programs serving older workers. The plan should articulate how all grantees operating in the state examine and plan longer-term changes to the design of the program within the state to better achieve the goals of the program and best serve participants.

III. Involvement of Organizations and Individuals

The planning process calls for participation of certain organizations and individuals with expertise in older worker issues. DARS, the Commonwealth of Virginia's SCSEP grantee, ensures that all DOLETA-designated stakeholders are made aware of the development of the State Plan, and seeks advice and involvement in its development. A state plan meeting and training was organized by the DARS grantee. All national grantees and sub-grantees that operate in Virginia were invited. Unfortunately only one Goodwill representative was able to participate by Zoom meeting. In this meeting, the DARS SCSEP director went through the plan sub-sections, initiated discussion amongst the sub-grantee coordinator staff, and recorded their input. The DARS SCSEP director compiled a list of topics to send to the national grantees in the state; that was emailed to the SCSEP directors with Goodwill and the National Council on Aging. (AARP also currently operated in the state, but the SCSEP director position at that organization is currently open).

This plan was sent, in draft form, to stakeholders in the Commonwealth that have an interest in both aging and employment. Recipients included Virginia's area agencies on aging (AAA), national sponsor grantees operating in Virginia, all contracted sub-grantees that work with DARS on SCSEP, the State Workforce Investment Board, the division of the Virginia Department for Social Services that provides

services to older workers, the Virginia Community Action Partnership that represents community-based organizations, the Virginia Chamber of Commerce, the Virginia AFL-CIO, and was made available to SCSEP participants. Sub-grantees were also asked to forward the plan to their active host agencies for comment. Recipients were informed that the State Plan would be posted to the DARS SharePoint website for public comments prior to submission to DOLETA.

No public comments were received for the 2020-2023 State Plan.

Modified State Plan

The state plan modification process began in February of 2022. The DARS SCSEP staff spearheads this process, and involves all national sponsors in the state, as well as DARS SCSEP sub-grantees.

The State Plan Modification TEGP was received on February 9, 2022. DARS sent the PY 2020-2023 State Plan to all national grantees and sub-grantees for review and comment. The plan was discussed in the monthly DARS SCSEP meeting, and suggestions were solicited from the three national sponsors. The State Plan Modification was posted to the DARS website for public comments on (TO BE UPDATED AFTER POSTING)

IV. Economic Projections and Impact

The population and workforce in Virginia is aging, as both are across the United States. The Census Bureau’s 2019 American Community Survey population estimates for Virginia show that 2,306,523 Virginians are 55 and older. With a total population in the state 8,413,774, older Virginians encompass over 27% of the state’s total population. Below is the ACS Demographic and Housing Estimates from the Census Bureau’s 2018 ACS 5-Year Estimates Data Profile.

U.S. Census Bureau 2019 ACS 5-Year Estimates, Virginia				
	Total Population 2018	% of Population	Total Population 2019	% of Population
Total Population	8,413,774		8,535,519	
Age 0-19	2,099,921	24.96%	2,103,461	24.64%
Age 20-34	1,753,962	20.85%	1,733,956	20.31%
Age 35-54	2,253,368	26.78%	2,224,046	26.06%
Age 55+	2,306,523	27.41%	2,474,056	28.99%

The population of Virginia is aging, and the number of Virginians over 55 years of age is projected to continue growing. Per data projections completed by the University of Virginia’s Weldon Cooper Center for Public Service, by 2040, people 55 and over will compose almost 29% of the state’s population. Given the growth shown here in the 2019 data, Virginia is likely to surpass that mark earlier than 2040.

Population Projections by Age and Sex for Virginia, 2040 Weldon Cooper Center for Public Service		
		% of Population
Total Population	9,876,728	
Age 0-14	1,836,312	18.59%
Age 15-19	616,313	6.24%
Age 20-34	1,972,596	19.97%
Age 35-54	2,618,287	26.51%
Age 55+	2,833,220	28.69%

To identify long-term projections for jobs and industries in the state, we used data that was available in the Labor Market and Analysis section of Virginia’s 2018 WIOA State Plan and Labor Market Information available through Virginia’s Career and Workforce-Labor Market information (viriniaworks.com).

The following information is from the Virginia Employment Commission’s Long Term Projections by Industry/Virginia 2016-2026 Projections. The top twenty five areas for occupational growth, along with the number of added jobs, can be seen below. These were sorted by numeric change, instead of percentage change. Percentage change is dependent on the initial number of jobs, and growth by percentage may be misleading. For the state plan modification, we chose to compare data from the 2016-2026 projections with data from the 2018-2028 projections.

VEC Long Term Projections by Industry 2016-2026				
Industry	Estimated Employment	Projected Employment	Numeric Change	% Change
1. Professional, Scientific, and Technical Services	409,398	482,019	72,621	17.74
2. Ambulatory Health Care Services	172,218	229,922	57,704	33.51

3.	Educational Services	354,347	395,780	41,433	11.69
4.	Food Services and Drinking Places	295,040	331,412	36,372	12.33
5.	Social Assistance	76,976	111,690	34,714	45.1
6.	Computer Systems Design and Related Services	158,274	191,404	33,130	20.93
7.	Individual and Family Services	44,440	77,410	32,970	74.19
8.	Administrative and Support Services	220,721	247,029	26,308	11.92
9.	Offices of Physicians	68,318	87,921	19,603	28.69
10.	Management, Scientific, and Technical Consulting Services	74,422	91,890	17,468	23.47
11.	Nursing and Residential Care Facilities	75,558	91,604	16,046	21.24
12.	Federal Government, Excluding Post Office	162,164	177,640	15,476	9.54
13.	Home Health Care Services	28,565	43,104	14,539	50.9
14.	Local Government, Excluding Education and Hospitals	151,297	161,590	10,293	6.8
15.	Services to Buildings and Dwellings	69,751	78,044	8,293	11.89
16.	Religious, Grantmaking, Civic, Professional, and Similar Org	47,180	55,367	8,187	17.35
17.	Specialty Trade Contractors	118,843	126,554	7,711	6.49
18.	Food and Beverage Stores	78,878	86,576	7,698	9.76
19.	Amusement, Gambling, and Recreation Industries	42,335	49,247	6,912	16.33
20.	Other Professional, Scientific, and Technical Services	24,050	30,849	6,799	28.27
21.	Offices of Other Health Practitioners	20,131	26,685	6,554	32.56
22.	Warehousing and Storage	27,053	33,554	6,501	24.03

23.	Outpatient Care Centers	15,409	21,747	6,338	41.13
24.	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	36,843	42,823	5,980	16.23
25.	General Merchandise Stores	88,488	94,437	5,949	6.72

There were some changes in the more recent projection.

VEC Long Term Projections by Industry 2018-2028					
	Industry	Estimated Emp	Projected Emp	Numeric Change	Percent Change
1.	Computer and Mathematical Occupations	216,012	258,670	42,658	19.75
2.	Computer and Mathematical Occupations	206,896	248,660	41,764	20.19
3.	Food Preparation and Serving Related Occupations	335,424	375,153	39,729	11.84
4.	Food Preparation and Serving Related Occupations	332,050	371,638	39,588	11.92
5.	Computer Occupations	204,642	244,030	39,388	19.25
6.	Computer Occupations	195,626	234,131	38,505	19.68
7.	Computer and Mathematical Occupations	141,953	178,245	36,292	25.57
8.	Food Preparation and Serving Related Occupations	285,380	321,340	35,960	12.60
9.	Computer and Mathematical Occupations	126,705	162,193	35,488	28.01
10.	Computer and Mathematical Occupations	126,705	162,193	35,488	28.01
11.	Food Preparation and Serving Related Occupations	278,848	313,996	35,148	12.60
12.	Food Preparation and Serving Related Occupations	267,743	302,237	34,494	12.88
13.	Computer Occupations	134,746	168,752	34,006	25.24

14	. Computer Occupations	120,888	154,415	33,527	27.73
15	. Computer Occupations	120,888	154,415	33,527	27.73
16	. Computer and Mathematical Occupations	95,067	125,961	30,894	32.50
17	. Personal Care and Service Occupations	160,824	191,252	30,428	18.92
18	. Computer Occupations	93,409	123,523	30,114	32.24
19	. Business and Financial Operations Occupations	302,192	330,740	28,548	9.45
20	. Healthcare Practitioners and Technical Occupations	219,194	247,739	28,545	13.02
21	. Healthcare Practitioners and Technical Occupations	212,010	240,046	28,036	13.22
22	. Personal Care and Service Occupations	133,530	161,370	27,840	20.85
23	. Computer and Mathematical Occupations	114,257	140,791	26,534	23.22
24	. Business and Financial Operations Occupations	264,926	290,872	25,946	9.79
25	. Computer and Mathematical Occupations	110,262	136,139	25,877	23.47

Most notably, computer related options in different fields appear more frequently in the more recent data. This reflects the changes that have occurred in the way people do business, especially as a result of the pandemic. More jobs are flexible and remote, and basic digital literacy is a necessity to an individual seeking employment in 2022.

There is no one type of job or occupation that is most suitable for all older workers. Older workers are diverse in education, prior experience, financial need, personal preference, and physical ability. Many SCSEP participants face significant barriers to employment, which are discussed in Section VI. When considering participants' employment histories and skills with regard to Virginia's growth industries and occupational projections, Virginia grantees agreed that programs are seeing growth in health care positions (particularly CNA, RN, and home health aides), office and clerical staff, food services, and transportation (particularly CDL), and security. These observations coincide with labor market statistics regarding areas of growth in employment for the area.

Grantees and sub-grantees have identified courses that will train participants in high growth areas. Participants receive certification in nursing, home health aides, customer service, and food service. Grantees have also found that the Commercial Driver's License (CDL) may be a good option for participants with a criminal record, as transportation jobs tend to be available to that population. Sub-grantees seek out non-profits who provide in-demand services, and this allows participants to be trained in areas where there is already a need for trained employees. This is especially useful in rural areas that have limited options for outside training and courses. Grantees and sub-grantees depend on host agencies and On the Job Experience partners to provide training and skills development.

On the Job Experience (OJE) is a useful tool, particularly in rural areas that may be harder hit by economic downturns, in comparison with urban areas. Some of Virginia's rural areas have been designated by the U.S. Department of Labor as areas of persistent unemployment, and many others are close to that threshold. In some instances, SCSEP participants have an IEP with an employment goal that requires skills that cannot be obtained through regular community service assignments. Coordinators determine if those skills align with available jobs in the area (cashiering, customer service, retail) and then try to make a connection with a private employer.

Labor market statistics also identify federal and local government employment as an area of growth, and grantees and sub-grantees make sure that participants are aware of the job sites available for local, state, and federal government.

Tourism, and the accompanying occupational fields, such as hotel, retail and food service, is a growing field in Virginia. Grantees and sub-grantees often use agencies that provide tourism information or history and information about local areas as host sites. Examples would be local museums, visitor centers, and state and national park systems. These are often good resources in rural areas with limited host agency opportunities

Grantees and sub-grantees also consider short-term economic projections to identify occupational fields that are currently hiring. We use this information to determine job availability, skills and education needed for those jobs, and to design training that will help participants obtain those jobs. The projections for short-term occupational growth can be seen as Attachment A. This table shows the top 24 occupations by numeric increase in positions, not by percentage, as percentage increase may be misleading. It should be noted that most of the positions do not require a high level of skill or education. During evaluation of all Virginia grantees' 2018 Final QPRs, it was noted that 57% of all SCSEP

participants that year had an educational level of high school graduate or lower, making them eligible for most of the positions shown, with short-term training.

Assessment

The assessment process is essential in developing a training plan and Individual Employment Plan that not only suits the participant's needs, but aligns their needs and goals with an occupational area that is growing. Sub-grantees use several tools to complete assessments, including self-assessments, staff assessments, interviews, and sites that identify occupational needs in the coverage area, such as ONet.com and the Virginia Employment Commission's Labor Market Information and community profiles. Coordinators use the assessment process to identify the goals and needs of the participant, and use long term employment projections to find a host agency and/or outside training opportunities that will increase the participant's likelihood to find unsubsidized employment.

SCSEP coordinators also assess the skill and knowledge level of the participants to make any necessary referrals. Referrals for further literacy education and GED training are often made to Adult Education programs in the Commonwealth. Participants are also made aware of opportunities at the workforce centers and community colleges. In Virginia, most individuals at the SCSEP income level can attend community college courses for free. Coordinators have found that the older worker population enjoy the social interaction and learning that takes place in these courses, and that being in college is a confidence booster.

Individual Employment Plan

Following an in-depth assessment, an Individual Employment Plan (IEP) is developed for each SCSEP participant. The IEP serves as a roadmap with established goals and measurable action steps. The IEP is an agreed-upon plan between the participant and grantee or sub-grantee, which outlines the occupational preferences and training needed by the participant. A set of established goals with timelines are determined for training; barriers to employment are addressed and supportive service needs are identified. This information helps determine an appropriate community service training position with a host agency where the participant gains work experience and develops or improves skills. Along with the work experience gained through the community service assignment at a host agency, the participant may also take advantage of specific skills training. These may include basic computer skills, customer service certification, specific licensing courses, and/or adult education courses. The assessment and IEP, coupled with knowledge of the local labor market, form the basis for

determining training and types of skill training to be provided, and how the training increase the participant's chances of finding employment.

V. Service Delivery and Coordination

SCSEP is a required partner in the overall state approach to workforce development, per the Workforce Innovation and Opportunity Act. This legislation creates a framework for all job training and employment programs to work together to optimize available resources and help individuals find and retain employment. SCSEP partners with other agencies and programs in the following ways:

A. Required SCSEP Partnerships

1. WIOA Title I Programs and the One-Stop Delivery System

SCSEP sub-grantees have Memoranda of Understanding with their local American Job Center (AJC), and co-enroll participants when possible. (Some sub-grantees have noted that their local AJC caters more towards those looking for full-time work, and as most SCSEP participants are looking for part-time work, the benefits of co-enrollment can be limited). Participants are educated on the availability of comprehensive workforce development-related activities provided at the AJCs, including updating interview skills, resume writing, and job search and placement services. Grantees and sub-grantees strongly encourage participants to utilize these services.

DARS, the state grantee, will continue to represent SCSEP in state level AJC meetings and initiatives. The DARS SCSEP director works with the workforce development team at DARS to ensure that representatives are aware of the program, and that older workers are part of the overall workforce strategy. The DARS SCSEP director attends meetings and trainings, and provides information to AJC representatives and workforce initiatives to ensure that SCSEP has an active role.

DARS currently has a demonstration program under DOLETA, called the Senior Tech Career Support (STCS) grant. The STCS grant provides computers, accessories and internet connection assistance to individuals over 55 who are low income and seeking employment. The program also provides basic digital literacy courses designed and taught with older individuals in mind. While younger generations have grown up with at least some technology, many of the older population, particularly in rural areas, has little to no technological literacy. These courses start with the expectation that students have no experience, and teach the building blocks. As participants become more skilled, they are directed to

more sources for developing skills and receiving certifications, whether that be online courses, or courses taught through adult education or the community colleges.

This program has highlighted how many services in Virginia can assist older workers, as long as the connection is made. The STCS program has helped strengthen partnerships in the Workforce field, and the lessons learned here will be applied to SCSEP. Although SCSEP cannot provide laptops or other technology, STCS staff have noted that courses can be developed and staffed for minimal cost. Taking a computer course with peers who have similar levels of familiarity with computers ensures that older individuals are allowed to learn at their own pace, that they are not intimidated or worried about holding other classmates back, and that other people are in their situation. The classes provide support, camaraderie, and relief from isolation, as well as essential information.

All grantees and sub-grantees work to ensure that cross-referrals are taking place between SCSEP and workforce programs. Several sub-grantees have SCSEP staff and/or participants located at the AJCs or local workforce programs in their area, and provide information directly to AJC clients there.

2. Other Programs under the Older Americans Act

The state sponsored grant has eight sub-grantees; seven of these are Area Agencies on Aging. In those cases, coordination with other programs under the Older Americans Act (OAA) is fairly simple, as there are other program managers on site. In other cases, referrals are made to the local AAA, and SCSEP coordinators must be made aware of OAA programs. The OAA authorizes nutrition aid, insurance counseling, weatherization assistance, legal services and elder abuse protection, and caregiver support, among others. SCSEP participants meet the criteria for many of these programs. During the initial and ongoing assessment process, SCSEP coordinators determine what other aging services a participant may need. Often other OAA programs provide essential supportive services and help the participant gain stability that, in turn, helps the participant find and retain unsubsidized employment.

SCSEP coordinators who are not placed in a local AAA provide information and support to local AAAs and other senior service agencies. All AAAs in Virginia are made aware of the SCSEP, and referrals from other aging service programs are encouraged.

3. Other Private and Public Entities and Programs that Provide Service to Older Americans

Strong community networks are essential to the success of SCSEP. Grantees and sub-grantees work to develop connections in local communities to both recruit participants, and to find services and host

agencies that other public and private entities may provide. Sub-grantees partner with local and state government offices that serve the older population, housing programs, churches, food banks, veterans' services programs, DARS and disability service programs, and health care organizations to identify needs in the community, and to reach out to potential participants and host agencies.

Grantees and sub-grantees participate in meetings, both on a state and local level, as appropriate, with senior service providers. These include both public and private entities. SCSEP partners coordinate with these programs in an effort to serve our participants more effectively and efficiently. The recent push for "person-centered" case coordination has shown that to address one challenge an older person may be having, providers need to coordinate and ensure all the person's needs are being met. That may include housing, health care, mental health or substance abuse counseling, transportation, and continuing education or training.

SCSEP providers do focus on the Most In Need factors when partnering with public and private entities. SCSEP providers are tasked to provide priority services to those who meet one or more of the following criteria:

- Veteran, or qualifying spouse of veteran
- 65 years old or older
- Formerly incarcerated individuals
- Has a disability
- Homeless, or at risk for homelessness
- Limited English proficiency
- Low literacy
- Lives in a rural area
- Lives in an area designated as having persistent unemployment
- Frail
- Low employment prospects

Recruitment efforts and partnerships are planned around that list of criteria. For instance, a sub-grantee may partner with a local homeless shelter to identify potential participants receiving services. Sub-grantees work with partners in vocational rehabilitation programs to offer services to people with disabilities who meet SCSEP's eligibility criteria. Partnerships are established with local veterans' groups and agencies that provide services to veterans to recruit that population. Public and private partnerships are made with the most in need factors in mind. Cross-referral methods are also established, so that providers can connect individuals with all the services they may need.

Grantees and sub-grantees will continue to coordinate with local, state and federal transportation providers to assess need and to develop solutions for transportation issues. This is a challenge that every locality has, but solutions are minimal in rural areas.

Use of the 211 and other directories identify entities and programs in the community that provide referrals and support services for seniors. These directories are especially helpful for transition services, when a participant's durational limit is approaching, and project staff are working with the individual to develop a transition assessment and IEP.

Grantees and sub-grantees will continue to network with local faith-based organizations to conduct outreach to SCSEP-eligible individuals, and to connect participants with services that these organizations may provide. Faith-based organizations are also a valuable partner in the referral and case coordination of individuals with a criminal record.

Grantees and sub-grantees have had success establishing partnerships with local community colleges. Often workforce offices are located in the community colleges, which is convenient for participants looking into workforce programs, and for those who are interested in continuing education. Community colleges have been an invaluable partner for adult education, particularly in developing computer training for seniors. Adult education centers also provide GED training and testing, which many participants need. Even entry-level jobs often require, at minimum, a high school diploma or GED.

Sub-grantees also partner with local medical providers to offer participants the annual physical exam benefit. Goodwill, Inc., was able to partner with Med Express to provide physicals at the same cost to the provider, regardless of location in the Commonwealth.

Grantees and sub-grantees are also working with re-entry groups who provide assistance to those leaving the prison system. Goodwill partners with Valleys Re-Entry program, and the state program partners with OAR. Sub-grantees have noted an increase in the number of employers who are willing to work with a participant who may have a criminal record, which is an encouraging development.

State and national grantees also utilize each other as active partners. Goodwill has developed considerable online resources for job seekers, and each grantee and sub-grantee has developed a network of partners. By sharing information and cross-referral, grantees ensure that they work together to best use resources, rather than compete for resources. This is particularly important in rural areas where there are state and national slot overlap and limited resources and host agencies.

DOLETA added formerly incarcerated individuals to the most-in-need category in 2020. To recruit those formerly incarcerated, SCSEP grantees and sub-grantees will work with re-entry organizations, including parole boards, local jails and prisons, and non-profit organizations that serve individuals re-entering after incarceration. The existing partnerships allow SCSEP coordinators to connect these individuals to other services they may need.

4. Coordination with Other Labor Market and Job Training Initiatives

Grantees review and provide sub-grantees with local labor market data available at the Virginia Employment Commission's Labor Market Information webpage. This information includes demographics, education level, employment level, and top employers in each Virginia locality. This helps the program identify and adjust training to respond to growth in occupations and industries.

Grantees have continued to work with other job training initiatives, including workforce development teams, on behalf of SCSEP and SCSEP participants, and will continue to seek opportunities to jointly serve SCSEP participants. The state grantee requested to be part of the unified WIOA state plan, but the workforce team creating that plan declined. This team was aware that SCSEP is a required partner under WIOA, and the state grantee will continue to push to have the program included in the unified state plan in 2024.

Grantees and sub-grantees will continue to partner with labor organizations such as the Virginia Employment Commission, the Workforce Investment Boards, and local Chambers of Commerce to increase program visibility and to identify areas of need, training opportunities, and job opportunities in each locality.

Sub-grantees frequently identify and utilize other job training programs. Participants have been able to undergo specific certification training offered through other job training programs and receive certifications in food preparation and service, customer service, health care, administration and commercial driver's licenses. These certifications are all tied to occupations that are in demand in Virginia, and are projected to be in demand in the future.

5. Coordination with the One-Stop Delivery System

Grantees and sub-grantees have had varying levels of interaction and success in partnering with the One-Stop system. All sub-grantees have Memoranda of Understanding with at least one local one-stop, and some sub-grantees have a part-time presence in a One-Stop Center. Sub-grantees have found that

the infrastructure and cost share percentages for having a permanent office at a One-Stop is generally not affordable. SCSEP sub-grantees will continue to work with One-Stops to ensure that participants are aware of and avail themselves to all programs that they qualify for and that would assist them in becoming economically self-sufficient and to obtain unsubsidized employment. Sub-grantees will continue to refer participants and ineligible SCSEP applicants to the One-Stop for additional programs and services.

SCSEP participants are also frequently placed at a One-Stop as a community service assignment. There they can receive job training as greeters, resource aids, job developers, custodians, clerical aids and customer service representatives. As the participants learn about the One-Stop's services and job search option, they have more support for their own training and job searches.

SCSEP participant openings will continue to be posted at the One-Stop centers. Co-enrollment with WIOA programs, when possible, will be encouraged for participants seeking full-time employment.

Grantees will continue to encourage One-Stop centers to include all SCSEP grantees operating in the local area in regular partner meetings to improve coordination with the One-Stop delivery system.

Guidance will be requested by the One-Stops on relevant skills required by local employers. This will impact participant assessments, goals, and IEPs.

When possible, grantees and sub-grantees will attend Workforce Investment Board meetings in their service areas.

B. Long-Term strategy for engaging employers to develop and promote opportunities for the placement of SCSEP participants in unsubsidized employment.

During the information-gathering segment of the state plan, NCOA pointed out that the key to engaging employers in each community is to become the go-to partner that helps the employer meet their critical staffing needs in a timely manner. A combination of thorough individual assessments, the right employer partnerships, and the appropriate training for participants results in successful outcomes. Local projects establish relationships with a variety of community employers to prepare a "bench" of trained and motivated older workers who have the skills for and interest in jobs that are available in that community and geographic area being served. Preparing participants for unsubsidized employment that meets their goals requires training and skill building that targets the opportunities in

their communities. All grantees and sub-grantees must establish public and private sector partners who can serve as both a trainer and a potential employer.

While the state grantee and sub-grantees have established effective networks in the public sector, it was agreed in our annual meeting that outreach to the private sector should be a priority. In the past the state grantee has been able to rely on non-profit and government agencies for host agency partnerships and for the hiring of participants, but the current economic environment has made many non-profits limit hiring. The state grantee and sub-grantees will be working to identify private employers in their area that can hire older workers. We will identify skills and training needed for jobs available in each area, and partner with companies who are willing to work with our population.

Another method all SCSEP staff in Virginia will be considering in the next four years is identifying additional, targeted specialized training opportunities beyond the basic community service assignments. Targeted skills are essential for the success of SCSEP participants. Initially academic training may be necessary, to advance very basic skills, and later targeted skill-specific training identified in the IEP will be implemented later in the participant's enrollment. As the participant works with their host agency, coordinators should identify specific talents and abilities that will give participants an edge in the hiring process.

In the next four years, all grantees hope to increase the utilization of On the Job Experience, particularly in rural areas, where host agencies and employment opportunities are limited. It is essential to create partnerships with local businesses in these areas, and to help them understand the benefits to hiring older workers. DARS will provide local labor market information to sub-grantees so that they can narrow down lists of companies to make contact with, as coordinators may have a large geographical area to cover, and limited time to make those contacts. SCSEP participant staff will also be encouraged to make those contacts with local employers.

SCSEP grantees and sub-grantees will also engage with business development professionals in their regions. DARS has a business development team that is already providing support to the program, and NCOA and Goodwill have business development professionals on staff as well. Partnering with people who are familiar with the employers and the skill needs in a geographic area is essential, particularly with limited resources and time.

C. Describe the long-term strategy for serving minorities under SCSEP

Below are the percentages of participants by race, for each grantee. These were pulled from the PY2018 Final Quarterly Progress Report.

	State	AARP	Goodwill	NCOA
White	41%	12%	59%	20%
Black or African American	55%	86%	37%	69%
Hispanic	2%	1%	2%	3%
Asian	0%	0%	0%	4%
Other	2%	1%	2%	4%

After reviewing the Senior Community Service Employment Program’s Preliminary Analysis of Service to Minority Individuals, Program Year 2018, it appears that all grantees are within acceptable levels of service to minorities for all performance measures.

All grantees remain committed to providing the program in an equitable manner, and having diversity in the program that accurately reflects the diversity in the community served. Grantees and sub-grantees conduct outreach to minority populations in their communities.

All grantees serve participants who are English as a second language speakers. NCOA is fortunate to have bilingual staff members, and other grantees find translators and ESL classes in alternate locations. During the statewide meeting in March, it was noted that in the past few years, recruitment of immigrant community members, particularly Hispanic community members, has been difficult due to the current administration’s policies towards immigration. People born outside of the United States are hesitant to approach government programs for support.

The following strategies will continue to be used to maximize recruitment of minorities to the program.

- Utilizing information and training on practices posted on the older worker web-based Community of Practice.

- Monitor the proportion of minority participants served and minority outcomes for SCSEP participants, keeping in mind local demographics.
- Build upon established links with service organizations that provide service to minority groups including continued contact with agencies and organizations in the community that serve Asian and Hispanic populations and making those organizations aware of SCSEP's recruitment goals and open slots.
- Reach out to community and faith-based organizations that serve minority populations to recruit eligible individuals.
- Seek eligible minorities through outreach efforts with one-stop partners such as veterans' representatives, vocational rehabilitation representatives, and social service agencies.
- Use multi-lingual brochures and flyers to reach non-English speaking minority groups and place them in employment centers, community centers, food banks, and one-stop centers.
- Request minority client referrals from one-stop centers, communicate recruitment needs at one-stop partner meetings, and request minority referrals from other partner programs such as Departments of Social Services, the Virginia Employment Commission, veterans programs, and senior centers.
- Distribute brochures in grocery stores, medical offices, pharmacies, utility payment centers, churches, senior centers, and other places that serve minority individuals.
- Identify new minority recruitment sources in the community that have not previously been approached (churches, day care centers, community centers, and homeless shelters). This should include identifying agencies, businesses, churches, and other organizations that serve Hispanic and Asian seniors.
- Encourage minority participants to recruit family and friends.
- When language barriers are encountered, staff will refer participants to English as a Second Language classes and also attempt to find a host agency site that can accommodate language barriers.

D. Provide a list of community services needed and the places that need these services most.

Virginia's greatest community service needs are driven by poverty. For more detailed information about the demographics of localities, please refer to the section detailing equitable distribution.

Grantees and sub-grantees agreed that the most common and universal community service needs of participants are housing assistance, transportation assistance, food assistance, utility support, and temporary financial assistance. Participants also often need guidance navigating the health care system, including Medicare and Medicaid. Other concerns of our participant population are isolation, lack of employment, fear of identity theft, and assistance caring for family members. For our population, that can include parents, children, and/or grandchildren. Sub-grantees in the southwest portion of the state particularly note the community's issue with opioid dependence and abuse. Participants often end up caring for grandchildren when the participant's child has substance abuse issues.

When researching Virginia's community service needs, similar trends emerge. The Community Foundation, a non-profit organization based in Richmond, collects data to identify focus areas for their grants. Their data has identified the following as areas of high need; community vibrancy, economic prosperity, educational success, and health and wellness. Areas of high need also include housing, after school and child care, and workforce development. Regional health community service needs assessments all identify the need for mental health and substance abuse services, primary health care and preventative health care, and nutrition services.

Virginia is a diverse state, and the needs of different communities are identified by sub-grantees. For instance, urban areas like Richmond or Northern Virginia have more job opportunities and transportation options, but access to affordable housing, nutrition, and utility assistance are needs in those areas. Rural areas have more affordable housing options and lower cost of living, but have fewer job opportunities and transportation options.

Participant assessment and community need determine participant placement. Sub-grantees have addressed the need for affordable child care by placing participants in Head Start programs. Participants may be placed with nutrition programs, senior programs that assist with transportation, health care, or weatherization, and in workforce programs assisting the public in job searching and job skills. Sub-grantees have also placed participants in programs that provide community revitalization and support the arts, and in community service boards that provide mental health and substance abuse support for the community.

SCSEP has a wide reach in Virginia, and participants provide community service in a wide variety of organizations. SCSEP participants have been placed at local Area Agencies on Aging, the Red Cross, the

United Way, the Legal Aid Society, senior nutrition and day centers, community colleges, and local organizations such as the Lions Club.

E. Describe the long-term strategy to improve SCSEP services, including planned long-term changes to the design of the program within the state, and planned changes in the use of SCSEP grantees and program operators to better achieve the program's goals. This may include recommendations to the Department as appropriate.

A state training meeting was held in March, and the final day was reserved as a planning day for the state plan. The DARS grantee and sub-grantees discussed current trends and issues that staff are noticing to the program. One continuing issue mentioned by the DARS sub-grantees and the national grantees was the lack of funding for the administration of the program.

SCSEP is an administratively complex program. The amount of original paperwork and frequently updated items like assessments, IEPs, evaluations, and job search forms for each participant requires a good deal of hands-on time from administrative staff. In addition to that, administrative staff have to manage the host agency relationships and paperwork, as well as OJE and connections with private employers. Good relationships with all of these parties are essential to the success of the program. On top of that, administrative staff are tasked with marketing and recruiting for the program, and can cover geographically large areas. Most local offices depend on participant staff for basic administrative functions, but the SCSEP coordinator is responsible for monitoring, approving, and correcting all aspects of that administrative work, and for the payroll for participants. The program continues to add administrative tasks and to rely on a data collection system that is dated, and that is often out of service.

These issues and lack of funding affect equitable distribution—a coordinator cannot possibly give the same amount of attention to participants and host agencies near their center of operation as they can to outlying areas, which may be over an hour's drive from their office. Frequently the administrative budgets for local offices are so small that they do not fund a full-time staff; SCSEP coordinators often have additional responsibilities at their agencies. A time management expert did present at the training, and one day was devoted to case management, which was very well received. Even so, we continue to ask local coordinators to increase their workload without increasing their administrative funding.

The only long-term strategy that will improve SCSEP significantly would be to reduce the administrative burden at the local level. This could be achieved by building a new and efficient data collection system tailored to local needs, and to place less emphasis on equitable distribution. Increased administrative

funding would also allow local providers to staff the program at the level that is appropriate, and would prevent frequent turnover of local SCSEP staff. The budget limits on administrative funds limit how effective local, state, and national offices can be in serving our population. Increased administrative funding and decreased administrative burdens would increase the attention that can be paid to participants, and would increase successful exits. This would give local staff more time to recruit participants, time to train and counsel participants, time to meet with more employers, and time to recruit host agencies with missions that provide training in high demand skills. It is essential that DOLETA understands the workload placed on local SCSEP coordinators.

Providing case management training and supporting the local SCSEP staff is part of the state's long-term strategy to help local SCSEP staff manage their workloads in an effective manner. This is training that many hired into the program do not have, and the frequent monitoring and updates required to participant and host agency paperwork and relationships can be overwhelming.

The DARS grantee has focused on marketing and on expanding host agency pools for the last four years. It is difficult to compare performance results for that time, as performance goals for SCSEP have changed to align with WIOA performance goals, but sub-grantees have reported that participants are flourishing in host agencies that are new to the program. Not only are the participants gaining skills and training, they are providing much needed community service in various areas.

Grantees will continue to provide labor market information to sub-grantees to improve placements and employment goals. Grantees will continue to improve SCSEP services as follows:

- Continue to advocate on behalf of participants in an effort to ensure that the needs of older workers are heard, and to ensure that employers understand the necessity of engaging older workers.
- Seek opportunities to increase collaboration among grantees to include sharing information and best practices and identifying and addressing common issues and challenges.
- Continue to participate in local and state WIOA planning processes
- Continue to analyze the results of DOLETA's participant and host agency satisfaction surveys to determine how to improve services.
- Increase outreach to most-in-need populations, including leveraging relationships with Vocational Rehabilitation centers, Veterans Affairs and veterans' groups, disability groups,

cultural groups in local communities, adult education programs, and other programs designed to provide services to the most-in-need populations.

- Training of local SCSEP service deliverers to focus on achievement of performance goals.

Major challenges Virginia will face in the next four years

There are two issues that need to be identified as major challenges for the Virginia SCSEP grant in the next four years. The first is the impact of the COVID-19 virus, and the resulting national and state emergency declarations. The second is the impending increase to minimum wage in Virginia, which will vary by locality.

COVID-19

On March 12, 2020, Governor Ralph Northam declared a state of emergency in the Commonwealth of Virginia in response to the spread of the COVID-19 virus. On March 30, 2020, the governor expanded on that declaration and issued a “stay at home” order for Virginians, and closed non-essential businesses. Citizens with underlying health issues and those age 65 and older were identified as at-risk groups, and many SCSEP participants fall under one or both of those characterizations. Grantees developed and issued temporary sick leave policies, and it is expected that the stay at home order will extend at least to the June 10, 2020 deadline, and possibly beyond. This has impacted SCSEP in many ways-most existing participants cannot train, most host agencies are closed, most employers are not hiring, and it is not possible to enroll new participants. The complete impact of this event will not be known for months, potentially years.

As the COVID-19 pandemic has progressed since the submission of the state plan, SCSEP grantees and sub-grantees have worked with participants to minimize negative impact. Temporary paid sick leave was offered, and coordinators helped participants reach out to other means of assistance. Many SCSEP participants were and remain at high risk of infection, and if they are infected, are high risk for hospitalization and/or death. We have seen hospitals in our state become overwhelmed, and many host agencies shut down or shifted to remote work to protect staff and consumers. As vaccines became available, participants returned to some host sites, but the pandemic shifted the way many organizations do business. Remote work is not appropriate for many participants, as they need hands-on supervision. Some grantees were able to provide remote training, but given the digital divide for this group of individuals, equitably providing that type of resource was difficult.

The long-term effects of COVID are also becoming clear, as individuals who did test positive continue to have health problems associated with long COVID. Sub-grantee coordinators have noted that participants who have recovered from COVID seem more susceptible to other illnesses. Coordinators noted that mental health issues, including depression and anxiety, are more widely reported by participants. Isolation and several years inundated with negative world news has affected this population. As the next two years pass, coordinators will have to ensure that mental health referrals are being made as appropriate, and Virginia's mental health system is currently overwhelmed. Vaccination rates can vary in different areas of the state, as confusing and/or misleading information is provided about the pandemic and the vaccination.

Minimum Wage Increase

The Virginia General Assembly voted to increase minimum wage in Virginia on March 8, 2020. The minimum wage will increase from \$7.25/hour to \$12/hour over three years. A study will also examine potential raises to that amount depending on region. This will impact the program, and authorized positions will need to be modified over the next three years. Sub-grantees also pointed out that this may make placement into unsubsidized employment more difficult, as many businesses will reduce or eliminate the number of part-time positions available. Some SCSEP participants are seeking full-time work, but many cannot manage full-time employment for a variety of reasons. Virginia grantees will continue to monitor the minimum wage increase and the related outcomes closely.

As the minimum wage increases occurred, sub-grantees noted that thresholds for social services did not increase. Therefore, some participants have had to reduce hours to ensure that their income from the SCSEP stipend does not affect benefits like disability payments or Medicaid.

F. Describe a strategy for continuous improvement in the level of performance for SCSEP participants' entry into unsubsidized employment

The most important element in any participant's training is to first determine what skills are in demand by employers in that participant's local area. The second is to determine the skill sets possessed by each participant that relate to those in-demand jobs. The third is to determine the skill gaps for each participant, and to determine how the program can link that participant to training that will fill those gaps.

Participants will be trained for high demand occupations in health care, security, customer service, and transportation. This will benefit the participant by preparing them for better paying jobs as they exit the program. Investment in short-term training like CNA, CDL, or customer service certification will lead to higher employment and quicker turnover for participants. By ensuring that participants exit the program in a reasonable time frame to unsubsidized employment, each grant creates more space in the program for new enrollees. Training in high demand occupations will increase the number of participants who enter employment, achieve retention, and have higher average earnings than they would without the program and that specific training.

Grantees will utilize On the Job Experience (OJE), particularly in rural areas, to help participants develop an “edge” with employers in a rapidly disappearing job market in rural areas. The economic downturn has disproportionately affected rural areas, and also affects population and employment opportunities in those areas, as many people relocate to urban areas with better educational and employment opportunities.

One thing noted in the March training was that participants are entering the program with higher skill sets than were noted in previous years. This is particularly noticeable in rural areas, as high paying jobs are decreasing, and more competition exists for jobs with a less specialized skill set. Jobs once frequently occupied by older workers are now open to competition with the entire market. OJE helps get a participant in the door of a business, and gives them training specific to that job. The agreement to reimburse an employer for hours spent training a new employee gives SCSEP participants an advantage in tough job markets.

Virginia grantees will also:

- Focus on increasing awareness of the program. Many employers, community service organizations and potentially eligible participants are not aware of the benefits offered by the SCSEP. By increasing awareness of the program and of the value of older workers among these groups, grantees should see an increase in the number and quality of placements. By increasing the number of placements into quality community service experiences and unsubsidized employment, Virginia will serve more of the eligible population.
- Provide on-going training to sub-grantees to improve their performance in meeting the common measure performance goals of employment, retention and earnings. This will include trainings

on topics such as performance measures, data management, case management, employer engagement, addressing barriers, and job search strategies.

- Provide additional training to participants through WIOA services. These resources include basic learning skills, upgrading computer skills, enrollment with WIOA for vocational education, resume writing, and assistance with job placement.
- Encourage local sub-grantees to participate in job fairs targeted to older workers.
- Ensure that efforts are made to establish rapport with employers who have reliable career pathways and who are willing to develop and maintain working relationships with SCSEP grantees and sub-grantees.

VI. Location and Population Served, Including Equitable Distribution

A. Describe the Localities and Populations Most in Need of the Type of Projects Authorized by Title V

Projects are authorized in most localities in the Commonwealth. The number of SCSEP slots that each locality receives is based on a formula that takes into account the number of individuals age 55 and older who are at or below 125% of the federal poverty level. These slot levels are determined by the DOLETA. State grantees strive to serve eligible participants under Priority of Service regulations. Priority of Service is given to participants who fit the following descriptors:

Veterans and Qualified Spouses

Persons 65 or older

Individuals who:

- have a disability
- have limited English proficiency
- have low literacy skills
- reside in a rural area
- have low employment prospects
- fail to find employment through WIOA Title I services
- are homeless or at risk of homelessness
- are formerly incarcerated

Most of Virginia's greatest community service needs are driven by poverty. Virginia's poverty level in 2020 was 9.9%, according to the U.S. Census American Community Survey. For the age groups SCSEP serves, the poverty level is much higher.

Age Group	Poverty Level
55-64 years	21.2%

65-74 years	18.2%
75 and over	15.7%

Poverty levels also trend higher for the unemployed, for women, and for minorities.

Per the United States Census Small Area Income and Poverty Estimates for 2020, the following localities have poverty levels above 18%. These counties represent all regions of Virginia with the exception of Northern Virginia.

State FIPS Code	Postal Code	Name	Poverty Percent, All Ages
51	VA	Lee County	26.0
51	VA	Radford city	24.6
51	VA	Buchanan County	23.7
51	VA	Prince Edward County	23.6
51	VA	Harrisonburg city	22.2
51	VA	Danville city	22.1
51	VA	Greensville County	21.5
51	VA	Martinsville city	21.3
51	VA	Petersburg city	20.8
51	VA	Norton city	20.5
51	VA	Wise County	20.3
51	VA	Brunswick County	20.2
51	VA	Dickenson County	19.3
51	VA	Montgomery County	19.3
51	VA	Nottoway County	19.2
51	VA	Emporia city	19.1
51	VA	Sussex County	18.9
51	VA	Galax city	18.8
51	VA	Lexington city	18.5
51	VA	Franklin city	18.1

All of these areas have active SCSEP offices. Virginia’s SCSEP population is increasing in diversity, and populations that have special needs require additional attention, more intensive and comprehensive services, and in many cases, unique approaches and partnerships. Grantees depend on the local sub-grantees’ knowledge of local areas, and determining how to implement policy in a diverse state.

B. List the cities and counties where the SCSEP project will take place. Include the number of SCSEP authorized positions and indicate if and where the positions changed from the prior year.

The state SCSEP grant is managed through DARS, and there are three national partners-AARP, Goodwill Industries, and the National Council on Aging. The table below shows the approved slots for each grantee for Program Year 2018 and Program Year 2019. The totals on the table were pulled from Quarter 4 for both program years. There were only minor changes to slot levels between these program years.

Grantee	State	AARP	GWI	NCOA	TOTAL
PY 2021	180	233	243	208	864
PY 2020	179	232	242	207	860
PY 2019	178	218	257	201	854

A full listing of approved slots by grantee and county can be seen in Attachment B. This data is based on Program Year 2021, Quarter Two data. As the minimum wage increased, modified slots were generated by DOLETA

C. Describe any current slot imbalances and proposed steps to correct inequities to achieve equitable distribution.

Grantees use the equitable distribution report (scseped.org) to identify over- and under-served areas in the state, and to provide technical support to local sub-grantees to gradually shift SCSEP positions to those underserved areas. The state representative performed an analysis of slot level variance as of PY 2021, Quarter 2. This analysis uses modified slot level, which reflects the slot level based on the increased minimum wage in Virginia. The following table shows the counties with the greatest disparity in allotted slots versus enrolled participants. National and state grantee slots and enrollees are combined in this table.

County	Slots Over-enrolled	Slots Under-enrolled
Loudon		8
Chesapeake		8
Chesterfield		7
Campbell		6
Prince William		6
Russell		6

Virginia Beach		6
Henrico	6	
Fairfax City	6	
Lynchburg	6	
Halifax	14	
Newport News	19	
Roanoke City	23	
Fairfax	28	
Richmond City	34	

Under-enrollment tends to occur more often in rural areas, where potential applicants and participants may have difficulty finding transportation, or who may be over an hour away from a sub-grantee’s office. Host agency placements are also limited in those areas. Over-enrollment is more frequently seen in urban areas and in counties that have a sub-grantee within the county or city borders. The closer a participant is to a sub-grantee, the more likely they are to be aware of that agency, or to hear about the program through word of mouth. Fairfax is an exception to these rules, as it is a fairly urban area, near Washington D.C. However, the cost of living precludes many low income individuals from residing within that county.

Another issue that affects equitable distribution is that several of Virginia’s localities have two SCSEP grantees with approved spots working in that area. Out of the 133 counties and cities in the Commonwealth, 20 have two SCSEP sub-grantees working in their communities. In larger areas, like the city of Richmond, the fact that both the state and AARP have SCSEP slots makes sense, as it’s a heavily populated area. Senior Connections, the DARS sub-grantee that represents Richmond, frequently works with AARP to design training and to refer participants to different programs. In less populated areas, however, having two grantees may create conflict. There are limited host agency opportunities in these areas, and having two sponsors can cause confusion for applicants and participants, as hours and operation of the program may vary.

Grantees have worked together to try to eliminate overlap-in the past few years the DARS grant and NCOA swapped slots and eliminated overlap in counties in eastern Virginia. This helped limit the

distance that sub-grantees had to travel to reach some counties, and reduced issues that arise from two grantees competing for resources in the same areas. Regulations set by DOLETA and the competitive grant process can make these sorts of trades difficult, but all grantees will continue to work to reduce overlap in the state.

The minimum wage increase and the corresponding decrease in modified slots affects equitable distribution as well. The minimum wage increased twice in a period of under a year. Because sub-grantees and grantees cannot exit participants due to a drop in slots, some counties and cities remained over-enrolled, and will remain over-enrolled until participants leave through attrition.

Ensuring SCSEP positions are equitably distributed is an ongoing effort. The state's long-term strategy for achieving equitable distribution for SCSEP positions is to gradually transfer positions from over-served to under-served areas within the state. This is the only way to avoid disruption to current participants, and to maintain the program stability necessary to operate quality programs. Sub-grantees are educated on equitable distribution regularly, and are encouraged to work towards that goal. However, grantees do not recommend holding a spot open in an under-enrolled area if an applicant can be found in an over-served area, particularly if that sub-grantee is under-enrolled overall.

D. Explain the state's long-term strategy for achieving an equitable distribution of SCSEP positions within the state that:

1. Moves positions from over-served to under-served locations within the State in compliance with 20 CFR 641.3654

DOLETA requests an equitable distribution report be prepared annually showing the distribution of SCSEP enrollee positions among all political jurisdictions (independent cities and counties) in each state. DARS has the responsibility for the actual preparation and submission of the report to DOLETA, however, this is a collaborative effort involving all SCSEP grantees in Virginia. This report provides the basic information needed to assess the location of the eligible population and the current distribution of SCSEP enrollees served by the state program (DARS) and national contractor organizations within the state. Grantees use information to determine where slots need to be moved from over-served to under-served areas. Grantees within the state have a long history of accomplishing this task cooperatively without disruption to participants.

All state grantees will take the following steps to work towards equitable distribution:

- Collecting data and preparing reports to determine the present status of equitable distribution, and communicating that data with the sub-grantees.
- Sub-grantees and grantees will focus SCSEP marketing in under-served areas. These efforts include:
 - Newspaper ads in local papers
 - Human interest stories in local papers
 - Radio spots describing the program and its intended audience
 - Mailings both to individuals and to public and private entities in under-served communities that interact with potential SCSEP clients
 - Utilizing social media and grantee and sub-grantee websites to reach potential applicants
- Continuing outreach within the support community, including DARS local offices in under-served areas. SCSEP grantees will continue meeting with and developing partnerships with local social service agencies, non-profits, and other community groups that interact with potential participants. This will not be limited to those groups that work with the elderly, as word of mouth is an effective tool for SCSEP. For example, a parent with a child in Head Start may see a flyer for SCSEP and refer an older family member. Often agencies that are contacted for recruiting purposes can become host agencies, as well.
- Educating sub-grantees about equitable distribution and designated slot levels in their localities.
- As slots open in over-served areas, sub-grantees will be encouraged to enroll participants in under-served areas. This will prevent disruption in the program and gradually shift slots back to under-served areas.
- All DARS sub-grantees submit recruitment plans with their annual contract or contract renewal. These identify under-served areas and provide steps the sub-grantees will take to recruit in those areas.

2. Equitably serves both rural and urban areas.

To reach and serve eligible individuals in rural and isolated areas with limited resources, grantees will continue outreach and collaborative efforts with host agencies, employers, transportation providers, and other community support providers within those regions.

During analysis of equitable distribution, it was noted that most urban areas are over-enrolled, as those living in urban areas generally have better access to transportation and are closer to a sub-grantee. Under-served areas are more likely to be rural, due to lack of transportation in those areas, and other geographical challenges that older workers in Virginia face. A rural participant may live up to or over an hour drive from any local SCSEP office, or to the majority of host agencies in the area.

In order to increase services in rural areas, grantees will focus marketing efforts in those areas, including advertisements in local papers. Most sub-grantees have access to transportation services, and will partner with those program as much as possible to help participants get to host sites and training opportunities. Local SCSEP offices will also work with rural VEC and WIB offices, as mentioned earlier in the plan, to identify potential participants. Those sub-grantees that serve particularly large geographic areas may also need to identify a secondary location that can be used to meet participants who are geographically distant from the sub-grantee agency. As urban participants exit the program, sub-grantees will be encouraged to actively recruit in rural areas to increase equitable distribution between urban and rural localities.

Some grantees are also expanding OJE opportunities to rural areas. If host agencies are limited, a private employer may be a better option for a training opportunity for a rural participant.

3. Serves individuals afforded priority for service under 20 CFR 641.520.

Virginia grantees have a long history of serving eligible individuals who are most in need. We will continue to recruit and enroll individuals who meet priority of service requirements. Priority service is offered to qualified veterans and their spouses, individuals aged 65 and older, and those who have disabilities, limited English proficiency, low literacy, who reside in a rural area. Have low employment prospects, have failed to find employment after using services under Title I of WIOA, and/or are homeless or at risk of homelessness. We will continue to build upon relationships with organizations serving individuals who qualify for priority of service. DARS sub-grantees are required to submit a recruitment plan that breaks down specific recruitment efforts for each priority of service category. Each grantee and sub-grantee identifies agencies that provide services to these populations, and ensures that those agencies are aware of the services SCSEP provides. The following chart depicts each grantee's service to individuals who meet the priority of service definition. Data was pulled from SPARQ's Quarterly Progress Reports for Program Year 2020. This

information was not updated in the state plan modification, as data from the national sponsors was not available.

Priority of Service Char.	DARS	AARP	GWI	NCOA
Age 65 or Older	46%	29%	34%	43%
Disabled	25%	16%	47%	19%
LEP or Low Literacy	14%	18%	13%	11%
Reside in Rural Area	55%	1%	26%	34%
Veterans or Veterans' Spouses	7%	10%	10%	4%
Low Employment Prospects	83%	99%	93%	90%
Failed to Find Employment Using WIOA	6%	61%	2%	72%
Homeless or at Risk of Homelessness	21%	90%	93%	29%
Minority Individuals	59%	88%	41%	80%
Poverty Level or Below	78%	91%	85%	89%

Grantees and sub-grantees work to identify other agencies, both public and private, that serve these populations. Once initial contact is made, a partnership can be created between SCSEP and other programs and agencies that ensures that eligible individuals who are interested in employment are directed to the program. Below is a chart with some examples of partner agencies for each Priority of Service/Most in Need factor.

Veteran	VFW organizations, veterans' hospitals, other veteran centered organizations
Age 65 or older	Local agencies on aging and senior centers
Disability	Local DARS offices and advocacy groups
Low literacy or LEP	Adult education centers, cultural centers for immigrant population, ESL courses
Reside in Rural Area	Local departments of social services, food banks, churches, schools

Failed to find employment under WIOA	Local VEC, WIB, and One-Stop centers
Homeless or at risk of homelessness	Local shelters, housing departments, and advocacy groups
Below the poverty level	Local shelters, SNAP offices, AAAs, senior centers

E. Provide the ration of eligible individuals in each service area to the total eligible population in the state.

Per the United States Census Bureau’s 2018 American Community Survey, the population of Virginia is 8,414,774. Of that, 2,306,523 members of the population are 55 and older. Per the Kaiser Foundation, 7% of individuals 65 and older in Virginia are below the poverty line.

F. Provide the relative distribution of eligible individuals who:

1. Reside in urban and rural areas within the state.

Per the Rural Health Information Hub, the poverty rate in rural Virginia is 17.2%, compared to 9.8% in urban areas. Twelve (12) percent of the population lives in rural areas. The population in rural areas is expected to decrease due to lack of opportunities in education, employment, and health care. The Weldon Cooper Center’s Demographics Research Group also points out that more than 30% of residents in rural counties are age 65 and older.

2. Have the greatest economic need.

The table in Section D.2 shows the percentage of SCSEP participants who are below the poverty line. For all grantees, that number is above 75%, even though income eligibility is set at or below 125% of the federal poverty level. Older citizens in rural areas are more likely to have economic Need.

3. Are minorities.

	State	AARP	Goodwill, Inc.	NCOA
Percent Minority	59%	88%	41%	80%

Per the 2018 Census, population estimates by race in Virginia are as follows:

White	69.5%
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African American	19.9%
Asian	6.9%
Two or More Races	1.7%
Other	0.7%

The percentage of African Americans in the population tends to be higher in urban areas, and much lower in rural areas, particularly the southwestern portion of the state. This is reflected in the percentage of minorities served by Goodwill, a grantee that operates mainly in the southwestern region of the state, versus the state grant, AARP, and NCOA, who all have programs in larger cities in the state.

4. Are limited English proficient.

According to the U.S. Census, over 16% of Virginians speak a language besides English in the home. While we do see participants entering the program with limited English proficiency, grantees and sub-grantees have noted that fear of immigration legal issues may deter non-native English speakers or those with limited English proficiency from seeking out that program.

LEP	State	AARP	Goodwill	NCOA
	2%	1%	2%	5%

5. Have the greatest social need.

For this information, please refer to the table in Section D, number 2 above.

G. Describe the steps taken to avoid disruption to service for participants to the greatest extent possible, when positions are redistributed, as provided in 20 CFR 641.365; when new Census or other reliable data becomes available, or when there is over-enrollment for any other reason.

When new Census data indicates that there has been a shift in location of the eligible population within the state, resulting in over-enrollment, or when there is over-enrollment for other reasons, Virginia's grantees will gradually shift positions to avoid disruptions to participants. Enrollment will cease in the over-enrolled area, but participants who are currently enrolled in that area stay in the program until they gain employment or exit for another reason. Participation is never terminated due to over-enrollment. The grantees are committed to ensuring that participants will not lose positions as a result of transfer of slots. Priority will be given to minimizing disruption to current participants, and shifts will occur as positions become available through normal attrition.

When grantees exchange slots, DOLETA must approve of the final slot distribution. If slots are moved between grantees, the involved grantees work together to ensure that participants who are enrolled in

those slots remain enrolled in the program, and in their host agencies when possible. Grantees and sub-grantees meet with participants who will be affected and answer any questions that may come up in that process. Any paperwork that can be transferred to the new grantee (IEPs, assessments, supervisor and participant evaluations) move with the participant to the new grantee/sub-grantee.

When redistribution of SCSEP slots occurs as a result of a national grant competition, every effort is made to ensure that there is no disruption in service to participants, and that there is a seamless transition of participants to the new grantee. This has been successfully accomplished during past competitions, and grantees will continue to assist participants who are moved from one grantee/sub-grantee to another. Steps include;

- Timely meetings with participants and host agency supervisors
- Transfer of all required files and records to the receiving grantee
- Ensuring that participants are placed on the recipient grantee's payroll in a timely manner
- Host agency placements continue for a minimum of 90 days, if the participant chooses to stay

Job-ready participants are encouraged to search for and move to unsubsidized employment, creating open positions for other individuals in the state.

Short-Term Occupational Virginia 2020-2022 Projections

Top 50 Occupational Areas/Total Number of Jobs

Occupation	Projected Employment	Numeric Change	Percent Change
Total All Industries	4,455,781	275,924	6.6013
Total All Industries	4,009,161	264,630	7.0671
Services Providing	3,669,018	250,128	7.3161
Services Providing	3,323,607	228,183	7.3716
Total All Industries	1,234,757	140,458	12.8354
Services Providing	1,063,732	122,488	13.0134
Education and Health Services	904,071	88,275	10.8207
Professional and Business Services	802,041	63,729	8.6317
Professional and Business Services	829,543	83,510	11.1939
Education and Health Services	796,854	20,875	2.6902
Trade, Transportation, and Utilities	655,904	279	0.0426
Total All Industries	642,262	29,724	4.8526
Trade, Transportation, and Utilities	644,086	53,294	9.0208
Total All Industries	579,191	21,906	3.9308
Total All Industries	547,077	(3,258)	-0.592
Services Providing	534,998	27,333	5.3841
Services Providing	499,678	(1,892)	-0.3772
Goods Producing	506,502	10,507	2.1184
Services Providing	489,998	19,735	4.1966
Health Care and Social Assistance	531,107	76,140	16.7353
Professional, Scientific, and Technical Service	469,687	34,474	7.9212
Professional, Scientific, and Technical Service	469,687	34,474	7.9212
Health Care and Social Assistance	457,652	25,857	5.9883
Goods Producing	448,649	18,618	4.3295
Total All Industries	430,693	860	0.2001
Professional, Scientific, and Technical Service	498,031	70,347	16.4484
Professional, Scientific, and Technical Service	498,031	70,347	16.4484
Retail Trade	415,287	3,739	0.9085
Leisure and Hospitality	449,795	44,038	10.8533
Government	400,419	6,404	1.6253
Services Providing	381,781	1,183	0.3108
Retail Trade	391,590	35,339	9.9197
Educational Services	372,964	12,135	3.3631
Educational Services	372,964	12,135	3.3631
Government	381,256	5,767	1.5359
Accommodation and Food Services	387,011	36,544	10.4272
Educational Services	339,202	(4,982)	-1.4475
Educational Services	339,202	(4,982)	-1.4475
Total All Industries	375,153	39,729	11.8444
Services Providing	371,638	39,588	11.9223
Total All Industries	358,117	39,219	12.2983
Professional and Business Services	363,258	49,294	15.7005
Food Services and Drinking Places	339,853	36,288	11.9539
Total All Industries	330,740	28,548	9.447
Services Providing	321,614	35,957	12.5875
Leisure and Hospitality	321,340	35,960	12.6007

Accommodation and Food Services	313,996	35,148	12.6047
Food Services and Drinking Places	302,237	34,494	12.8832
Total All Industries	272,543	5,812	2.179
Unclassified	280,261	15,289	5.77
Services Providing	290,872	25,946	9.7937

FIPS	County	SG AP	SG E	StateGran	AARP	AARP E	AARP V	GII AP	GII E	GII V	NCOA AP	NCOA E	NCOA V	H NICOA[G] V
51001	Accomack	7	5	-2							0			
51003	Albemarle	0						9	5	-4				
51005	Alleghany	0						4	0	-4				
51007	Amelia	2	0	-2							0			
51009	Amherst	0						5	3	-2				
51011	Appomattox	0						3	3	0				
51013	Arlington	0									13	11	-2	
51015	Augusta	0						10	7	-3				
51017	Bath	0						1	0	-1				
51019	Bedford	0						10	5	-5				
51021	Bland	0						1	0	-1				
51023	Botetourt	0						4	3	-1				
51025	Brunswick	4	0	-4							0	5	5	
51027	Buchanan	0						7	5	-2				
51029	Buckingham	0						3	2	-1				
51031	Campbell	0						8	0	-8				
51033	Caroline	3	0	-3										
51035	Carroll	2	3	1				5	2	-3				
51036	Charles City	0	1	1	2	0	-2							
51037	Charlotte	3	1	-2							0			
51041	Chesterfield	5	4	-1	16	4	-12							
51043	Clarke	0									2	0	-2	
51045	Craig	0						1	0	-1				
51047	Culpeper	0									6	0	-6	
51049	Cumberland	3	2	-1				0						
51051	Dickenson	0						5	3	-2				
51053	Dinwiddie	0			5	0	-5							
51057	Essex	2	0	-2							0			
51059	Fairfax	0									63	72	9	
51061	Fauquier	0									5	0	-5	
51063	Floyd	0						4	5	1				
51065	Fluvanna	0						2	6	4				
51067	Franklin	3	0	-3	2	0	-2	7	4	-3				
51069	Frederick	0									8	6	-2	
51071	Giles	0						3	5	2				
51073	Gloucester	4	2	-2							0			
51075	Goochland	2	0	-2										
51077	Grayson	4	3	-1				0	1	1				
51079	Greene	0						2	1	-1				
51081	Greensville	0									2	1	-1	
51083	Halifax	4	6	2							4	14	10	
51085	Hanover	7	2	-5										
51087	Henrico	7	10	3	20	15	-5							
51089	Henry	8	1	-7				5	6	1				
51091	Highland	0						1	1	0				
51093	Isle of Wight	0			4	0	-4							
51095	James City	0			5	3	-2							
51097	King and Queen	0									2	0	-2	
51099	King George	0									1	0	-1	
51101	King William	1	0	-1							0			
51103	Lancaster	2	3	1										
51105	Lee	5	3	-2				3	0	-3				
51107	Loudoun	0									12	1	-11	
51109	Louisa	0									6	0	-6	
51111	Lunenburg	3	2	-1							0	2	2	
51113	Madison	0						2	0	-2				
51115	Mathews	2	0	-2										
51117	Mecklenburg	5	0	-5							3	2	-1	
51119	Middlesex	3	1	-2										
51121	Montgomery	0						8	3	-5				
51125	Nelson	0						3	0	-3				
51127	New Kent	2	0	-2										
51131	Northampton	4	4	0							0			
51133	Northumberland	2	4	2							0			
51135	Nottoway	3	1	-2										
51137	Orange	0									4	1	-3	
51139	Page	0									4	0	-4	
51141	Patrick	2	2	0				3	1	-2				
51143	Pittsylvania	6	4	-2							5	9	4	
51145	Powhatan	2	0	-2										
51147	Prince Edward	3	1	-2							0	2	2	
51149	Prince George	0									1	0	-1	
51153	Prince William	0									20	8	-12	
51155	Pulaski	0						5	3	-2				
51157	Rappahannock	0									1	0	-1	

51159	Richmond	2	2	0	0						0							
51161	Roanoke	0						9	7	-2								
51163	Rockbridge	0						4	1	-3								
51165	Rockingham	0						10	3	-7								
51167	Russell	0						9	0	-9								
51169	Scott	2	0	-2				4	1	-3								
51171	Shenandoah	0										6	1	-5				
51173	Smyth	4	5	1				3	3	0								
51175	Southampton	0			3	0	-3											
51177	Spotsylvania	10	6	-4														
51179	Stafford	5	1	-4														
51181	Surry	0			1	1	0											
51183	Sussex	0										2	2	0				
51185	Tazewell	0						9	7	-2								
51187	Warren	0										4	0	-4				
51191	Washington	2	0	-2				9	8	-1								
51193	Westmoreland	3	1	-2								0						
51195	Wise	3	2	-1				4	2	-2								
51197	Wythe	2	0	-2				4	2	-2								
51199	York	0			4	0	-4											
51510	Alexandria	0										12	10	-2				
51520	Bristol	1	0	-1				3	6	3								
51530	Buena Vista	0						1	0	-1								
51540	Charlottesville	0						5	6	1								
51550	Chesapeake	0			15	3	-12											
51570	Colonial Heights	0										2	0	-2				
51580	Covington	0						1	0	-1								
51590	Danville	6	2	-4								4	2	-2				
51595	Emporia	0										2	3	1				
51600	Fairfax City	0										0	6	6				
51610	Falls Church	0										0	1	1				
51620	Franklin City	0																
51630	Fredericksburg	3	4	1														
51640	Galax	1	3	2														
51650	Hampton	0			19	10	-9											
51660	Harrisonburg	0			0	1	1	4	0	-4								
51670	Hopewell	0										3	0	-3				
51678	Lexington	0						1	0	-1								
51680	Lynchburg	0						9	12	3								
51683	Manassas	0										2	0	-2				
51685	Manassas Park	0										1	1	0				
51690	Martinsville	3	0	-3														
51700	Newport News	0			22	35	13											
51710	Norfolk	0			34	25	-9											
51720	Norton	1	3	2	0	1	1											
51730	Petersburg	2	0	-2								5	0	-5				
51735	Poquoson	0			1	0	-1											
51740	Portsmouth	0			15	10	-5											
51750	Radford	0						2	1	-1								
51760	Richmond City	15	14	-1	26	49	23											
51770	Roanoke City	0						19	36	17								
51775	Salem	0						2	3	1								
51790	Staunton	0						4	3	-1								
51800	Suffolk	0			10	6	-4											
51810	Virginia Beach	0			28	14	-14											
51820	Waynesboro	0						3	1	-2								
51830	Williamsburg	0			1	0	-1											
51840	Winchester	0										3	5	2				