



SNAP to SKILLS PROJECT

FFY 2022-23 Webinar Series

**Delivering SNAP Employment & Training Services
in Rural Communities**

November 2nd, 2022



Agenda

- ❖ **Welcome and Agenda Overview**
- ❖ **Employment Trends, Rural Communities**
- ❖ **Overview: Promising practices for delivering SNAP E&T services in rural settings**
- ❖ **Panel:** Ashley Puffenbarger, West Virginia DHHR; Kelli Crabtree, Coalfield Development; Rachel Fields, Alabama DHR; Margaret Morton & Joan Witherspoon-Norris, Family Resource Center.
- ❖ **Q&A**

House Keeping Items

- ❖ **Please submit your questions via the Q&A (we will not be using the Raise Hand option). We will respond to questions live following the Panel Interview.**
- ❖ **The webinar will be recorded and available approximately 2 to 3 weeks from today. This will include the slides as well.**
- ❖ **If you have technical difficulties, please email Samantha at SJI SPoster@seattlejobsinit.com**

Employment Trends in Rural Communities

A recent report by Burning Glass, entitled *Rural Rise* looked at job posting in counties across the US between 2019 and 2021.

- Nine of the top ten counties with the highest share of job postings were rural; of the top fifty counties, forty-five were rural.
- Many of the opportunities in rural areas are related to remote work and greater flexibility for work from home options.
- A wide range of available occupations requiring cutting across healthcare, tech, warehouse and transportation, and science sectors, have expanded in popularity in rural areas compared to urban.
- Demand in rural areas is driven by a need for in-person workers; inventory associates, personal care aides, and real estate agents. Opportunities for workers include a variety of educational and technical skills.

Not all rural counties experienced these positive trends

Rural Rise

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Promising practices for delivering SNAP E&T services in rural settings

There are several common obstacles and challenges to delivering SNAP E&T services in rural counties. Many of these are well known and documented; transportation, childcare, limited job opportunities, pressure to move to urban/suburban areas, seasonal employment & limited education and job training options, for example.

There are also promising and effective practices showing positive results and opportunities fueled by local innovation, revitalization and community collaboration and commitment. This is what we plan to highlight today.

Promising Practices

Challenge: Distance and travel; employment options in rural areas

Promising Practice: Maine SNAP E&T Program

- Strategic use of support services
 - Gas cards, auto repairs; likely a higher cost than public transportation
 - Laptop loaner program and hotspots made available
- Entrepreneurial Program, WA. County CC; Start Up Down East, SNAP E&T provider
 - Self employment & small business development
 - Financial literacy, coaching & business ownership

Promising Practices

Challenge: Distance, location, & limited number of employers

Promising Practice: Oklahoma SNAP E&T Program

- Work Ready Program

 - Connect SNAP E&T participants to remote jobs from 5 OK counties

 - Provide training, co-working space & coaching

 - Provide laptop, internet access

 - Job placement assistance & retention

 - Average remote worker wage: \$15 - \$17 per hour with benefits

- Operated by Public Strategies, SNAP E&T provider

Promising Practices

Challenge: Limited number of E&T providers and training opportunities

Promising Practice: Nebraska Next Step SNAP E&T Program

- Workforce Coordinators located in rural counties, connect with SNAP participants to engage in E&T services
 - Co-located in Nebraska Dept of Labor (NDOL) offices
 - Outreach & engagement; E&T assessments & referral, offer case management, support services & E&T components.
 - Assess participants for co-enrollment with NDOL

Opportunities

Challenge: Limited number of providers and training opportunities

Promising Practice: Intentional partnerships with mainstream systems

- Workforce Development Boards
- Community and Vocational Colleges
- CAP agencies; multiservice centers
- Economic Development, Cooperative Extension agencies

Partnerships with local employment programs that serve a variety of populations; Disabilities, Behavioral Health, TANF and others.

Opportunities

Challenge: Engagement; access & stigma

Promising Practice: Intentional collaboration with trusted partners in the community

- Foodbanks
- Community Centers
- Churches
- Social media
- Local newspapers
- Chamber of Commerce
- “Word of mouth”

Panel Presentation

West Virginia

- Ashley Puffenbarger, West Virginia DHHR
- Kelli Crabtree, Coalfield Development

Alabama

- Rachel Fields, Alabama DHR
- Margaret Morton and Joan Witherspoon Norris
Family Resource Centers

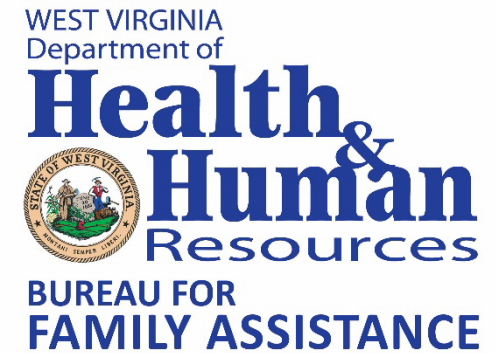
West Virginia Department of Health and Human Resources (DHHR)

Ashley Puffenbarger

Program Manager

Family Assistance

West Virginia Department of Health
& Human Resources (DHHR)



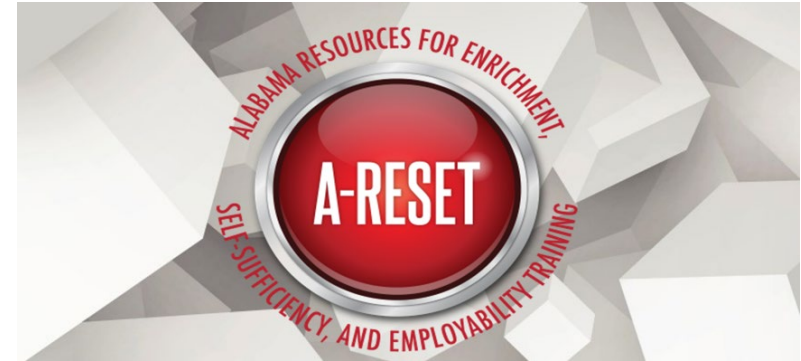
Coalfield Development, West Virginia



Kelli Crabtree

Chief Human Development Officer
Coalfield Development Corporation
Huntington, West Virginia

State of Alabama



Rachel Fields

Financial Support Supervisor

State of Alabama Department of Human Resources

Employment & Training Unit (A-RESET)

State of Alabama

Margaret Morton
CEO
SAFE Family Services Center
Sylacauga, Alabama



Joan Witherspoon-Norris
Executive Director
Alabama Network of Family
Resource Centers



Questions?

Thank you!

<https://snaptoskills.fns.usda.gov>

