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Document Update History

| Updated By | Version & Date | Changes | Accepted By |
|----------------|-----------------|---|-------------|
| Natasha Telger | V9 on 8/12/2016 | Updated understanding customer short survey questions and added focus groups to the list. | |

Overview and Roles

The following is a general overview of the community outreach plan for the EPIC program. Our goal is to reach SNAP able bodied adults without dependents (ABAWD) recipients through the IDHS system as well as the community centers they frequent. Our second audience is the employer market to find business owners who are willing to hire these newly trained individuals.

Roles for each of the partners

IDHS – focus is obtaining participants. We would like them to reach out to businesses in their area to help focus employment efforts. Efforts to identify local establishments where participants may frequent is also needed.

- Use print materials
- Recruit onsite
- IDHS project managers identify community partners
- IDHS website
- Promote success stories

CBO – focus will be training participants and getting them employed. Reverse referrals are appreciated. Identification of the local establishments where participants may frequent is also needed.

- Use print materials
- Identify community partners
- Identify work experience locations
- Identify potential permanent employment locations
- Collect success stories

Commerce – focus is reaching the employer community. Efforts to identify local businesses where participants may become gainfully employed is needed.

- Provide news items
- Provide no-cost PSAs

Illinois workNet – focused on spreading the word, maintaining systems, and bolstering success sharing.

- Provide social media posts
- Provide news items for both individuals and partner audiences
- Provide EPIC public site with outreach materials and success stories

Talking Points

- EPIC stands for Employment Opportunities, Personalized Services, Individualized Training, and Career Planning
- Program is funded through the USDA – United States Department of Agriculture and FNS – Food and Nutrition Services.
- It was only in March 2016 that client services started. To date, _____ SNAP participants have been referred to the E&T pilot and we are well on our way towards the total target of 5000 participants for the pilot services.
- The program will have 2500 participants in the treatment group and 2500 in the control group. Those numbers are broken down by IDHS regions across the state of Illinois.
 - Region 1 - 1784 control and 1784 treatment for a total of 3568
 - Region 2 - 332
 - Region 3 - 452
 - Region 4 - 188
 - Region 5 - 460
- Illinois was one of 10 states selected for the 2014 Farm Bill providing \$200 million for the USDA to fund employment and training pilot projects within SNAP. These pilots will develop and test strategies to help SNAP participants who are struggling to find work gain meaningful employment.
- Through a competitive selection process, USDA selected projects in California, Delaware, Georgia, Illinois, Kansas, Kentucky, Mississippi, Vermont, Virginia, and Washington.
- Illinois received \$21 million dollars for the EPIC project.
- Individuals who are currently receiving SNAP benefits may be eligible to participate.
- An individual is eligible to apply for the program if they:
 - are an able bodied adult without dependents (ABAWD),
 - receive SNAP benefits, and
 - are able to work right now.
 - are applicants who have dependents, a disability, or are non-exempt from work provision (ages 16-60) can voluntarily apply. But, family units who receive TANF benefits are not eligible to participate.
- Counties served include: Cook, Winnebago, Boone, Adams, Schuyler, Brown, Pike, St. Clair, Clinton, Washington, Perry, Franklin, Jackson, Williamson; voluntary: Stark, Marshall, Peoria, Woodford, McLean, Tazewell, Mason, Fulton, DeWitt, Macon, Knox, Warren, Henderson, Hancock, McDonough, Monroe, Randolph and Stephenson.
- If a person is accepted into the program, goals include:
 - An ISTEP – Individualized Service Training and Employment Plan
 - Personal development
 - Gaining adult basic education skills
 - Work-based learning opportunities
 - Career development
- EPIC allows SNAP recipients to take their future into their own hands by offering them the opportunity to train in a field of their choosing.
- There are some overlaps in services between SNAP Employment and Training Services:
 - Assessment and referral to SNAP contractors.
 - Assistance with adult education.
 - Job retention support for 30, 60, 90 days

- Referral to providers for counseling or mentoring for drug addictions or mental health support if needed.
- Supportive services to alleviate barriers to employment like transportation, childcare, etc.
- What EPIC Employment and Training Services provides over and above regular SNAP E&T services include:
 - A career navigator that coaches you along every step of the program.
 - Identification of barriers to employment and assistance in overcoming those barriers.
 - Training in a high-growth career pathway, where you can continue to progress up a career ladder with experience and additional training.
 - Career training that gives you skills and industry recognized credentials that are accepted by local employers.
 - Connections to employers for job placement in the high-growth high-demand pathways in which you trained.
 - The opportunity to receive paid work experience that will not impact the amount of SNAP benefits that you currently receive.
 - An individualized plan to help you with your personal development, educational development, and career development.
- The high-growth or high-demand areas of training included are:
 - Architecture and Construction
 - Business management and administration
 - Health Sciences
 - Hospitality and Tourism
 - Information Technology
 - Law, Public Safety, Corrections and Security
 - Manufacturing
 - Transportation, Distribution and Logistics
- The individual attends an orientation where they complete an application and random assignment.
 - There is a 50/50 chance of being randomly selected to participate in the program.
- If accepted, a career navigator develops an ISTEP for the individual and works with them one-on-one to help them achieve each step.
 - The ISTEP includes:
 - Personal Development to overcome potential barriers to employment.
 - Career Planning to develop a resume, interviewing skills or essential workplace skills.
 - Academic or Technical Skills to gain skills in a high-growth career pathway.
- The overarching goal is to help individuals who are dependent upon financial support, gain education and skills needed to achieve independence and acquire skills at the beginning of a high-growth, high-demand career pathway.
- Funding for research provided by United States Department of Agriculture (USDA). USDA is an equal opportunity employer and provider.

Importance of the Independent Evaluation

- One of the requirements for the Supplemental Nutrition Assistance Program (SNAP) Employment and Training (E&T) pilot project and its funding is a robust independent evaluation of the pilot services. The evaluation is looking at more than just whether or not participants get jobs. It is looking at the long-term impact of the pilot

on self-sufficiency and reliance on public benefits. Meaningful outcome data on pilot participants, individually or collectively, will not be available until the evaluation is complete.

- We have been working closely with the U.S. Department of Agriculture (USDA) and its evaluation contractors (Mathematica Policy Research and its partners MDRC, Insight Policy Research, and Kone Consulting) to ensure the pilot has a strong study design. A cornerstone of the evaluation is random assignment to pilot services or our regular E&T program, which will demonstrate whether and how pilot services assisted participants in finding good jobs. This information is critical to policy makers.
- Random assignment gives us the ability to determine whether a service causes the outcomes we observe, and to distinguish between the impact of the service and other factors such as an upswing in the economy.
- Implementation of a project like this with a robust evaluation is complex and involves multiple partnerships at the Federal, state, and local level. As such, a great amount of time was spent laying the groundwork to establish the mechanisms that will allow an effective evaluation of this program. This includes the negotiation of agreements between partners, and the hiring and training of staff before services could begin.
- While we are learning important lessons about engaging interested participants and keeping participants connected with program services, we do not have outcomes to share until the pilot evaluation team completes a mid-term report. USDA anticipates that the mid-term report will be released in 2019.

General Information

- Projects implemented between January and April 2016. Projects will operate for up to 3 years from start date.
- USDA’s evaluation team, led by Mathematica Policy Research and its partners MDRC, Insight Policy Research, and Kone Consulting, is using the most rigorous evaluation techniques to identify the impact of these programs. The evaluation team is conducting a rigorous, independent evaluation of these pilots that will help the USDA identify which approaches are most effective at helping SNAP recipients find and keep work, reducing their reliance on food assistance, consistent with Congressional intent.
- Interested participants are randomly assigned into either the pilot services or the business as usual services. Random assignment is the gold standard for the type of evaluation that Congress required for the E&T pilots.
- The four-part evaluation of the pilots consists of the following key elements:
 - The Implementation analysis: What did you do, for whom, and how?
 - An Impact Analysis: Did it work? What worked for whom?
 - A participation analysis: What services did participants access? Did services and requirements lead to more or less SNAP applicants?
 - A cost-benefit analysis: What did it cost and was it worth it?

These pilots will give policy makers and programs the opportunity to build on existing SNAP E&T programs and test new strategies to determine the most cost-effective ways to help SNAP recipients gain and retain employment that leads to good jobs.

Understanding Customers

The long-term success of IDHS program changes to include better work transition opportunities has to be based on understanding the customer and how to best communicate the message to them.

Potential sources for collecting this information:

- Does IDHS already have any studies/focus groups on this topic?
- Does US Dept. of AG SNAP already have any studies/focus groups on this topic?
- Mathematica will be asking some participants (control and treatment groups) to take part in up to three telephone surveys for up to 60 months. What information is collected?
- Mathematica will be asking some participants (control and treatment groups) to take part in an in person interview or focus group. What information is collected?
- Local Focus Groups
- Success stories
- Short surveys

Short Survey Questions: During Orientation

Short survey questions can be added to the orientation handout to collect information about why customers did not want to participate. A question could be added to the application or eligibility review to find out why customers are interested in participating.

Current: We ask this question on the orientation handout (prior to completing an application): The case worker enters this information into the system (Intake tab) when the customer decides not to participate.

Select ONE of the below options:

- I am interested in the training program, but I can't participate in training now. I would like to participate in the training program at a later date.
- I am interested in the training program and can participate now, but I need to reschedule for another date/time to complete the online application process.
- I am not interested in the particular types of training offered.
- I am not interested in any kind of training.

Proposal Part 1: Update the question on the handout The case worker would still enter the information into the system (Intake tab) when the customer decides not to participate.

Select ONE of the below options:

- I am interested in the training program, but I can't participate in training now. I would like to participate in the training program at a later date.
- I am interested in the training program and can participate now, but I need to reschedule for another date/time to complete the online application process.

- I am not interested in the particular types of training offered.
- I am not interested in any kind of training. Why? (Select all that apply.)
 - I think training is a waste of time.
 - I am scared to start training.
 - I have don't have a way to get to training.
 - I have to care for a child or elderly/disabled/injured adult.
 - I have personal, emotional, or health issues that would make it hard for me to complete training.
 - Other (text box)

Proposal Part 2: Add a question to the application or eligibility review

What are some of the reasons you want to participate in EPIC training? (Select all that apply.)

- I want to upgrade my skills to get a job.
- I want help getting a job.
- I want a job that I will like.
- I need a job to support myself and/or family.
- I want to be able to afford things like a home, new car, vacation, etc.
- I want a job so that I can be self-sufficient.
- Other (text box)

Focus Groups

Provide focus groups to better understand customer needs and what motivates them to continue in develop their skills in a career pathway.

Outreach Plan

This is a basic plan for the remainder of 2016 to promote awareness of the EPIC program. All talking points and new releases will be approved by FNS to ensure that we are following the guidelines.

| Date | Outlet | Task | Person | Audience |
|-----------|--------|--|---|--------------------------|
| June 2016 | | Create news items to send to newspapers, radio stations and cable stations | Dee | |
| June 2016 | | Create list of media outlets in each region | Dee with input from IDHS and CBO in each region | |
| June 2016 | | Create talking points for interviews with radio stations | Dee with review by Jackie and EPIC leaders | Participants & Employers |
| June 2016 | | Create "standard" social media posts in brainstorming session | EPIC leaders | Participants & Employers |
| June 2016 | | Create "hashtag" to use with social posts | EPIC leaders | |

| | | | | |
|----------------------|--------------|--|--|--------------------------|
| June 2016 | | Create scripts to use for letters, emails, phone calls | Dee & IDHS Admin | Participants |
| June & July 2016 | | Create list of community organizations where potential employers belong | IDHS local offices funnel information to Dee | Employers |
| June & July 2016 | Inter office | Review process for in office recruiting | IDHS, Dee | Participants |
| June & July 2016 | Websites | Updates to IDHS and Commerce sites with page about EPIC program | IDHS Admin, Commerce, Dee | Participants & Employers |
| June & July 2016 | Phone | Work with "system" to initiate a robocall to recipients receiving SNAP benefits | Dee & IDHS admin team | Participants |
| July - December 2016 | Phone | Calls to existing customers to inform them about the program | IDHS | Participants |
| July - Dec 2016 | Radio | Contact radio program managers, morning and evening drive producers about speaking with on-air personalities about the EPIC program. Begin with Chicago stations, then voluntary areas. Finish with other mandatory areas. | Dee | Participants & Employers |
| July - Dec 2016 | Print | Distribute news items and follow-up with outlets to share the focus of the project | Dee | Participants |
| July - Dec 2016 | Community | Distribute flyers to local food pantries, resale shops, dollar stores, churches, social service agencies, and other organizations where ABAWDs would frequent. These could also be mailed with a cover letter. (Face to face requests work better) | IDHS staff, CBO staff | Participants & Employers |
| July - Dec 2016 | Social media | Schedule standard posts daily. Track reaction, adjust timing based upon most activity. Request shares from all partners. | IWN team, Dee | Participants & Employers |
| July - Dec 2016 | Social media | Share posts of customer success. Use hashtag | EPIC leaders, CBO's, IDHS, Dee, IWN team | Participants & Employers |
| July - Dec 2016 | Print | Promote success stories with background information of program. | Dee | Participants |

| | | | | |
|-----------------|----------------|---|-------------------|--------------------------|
| July - Dec 2016 | Video | Record participants and employers for YouTube shares | CBO, IDHS | Participants & Employers |
| July - Dec 2016 | Print/Web/Live | Success stories shared in PSA's, news items, news items from IDHS, workNet, Commerce, CBO's | All partners | Participants & Employers |
| Dec 2016 | | Evaluate what should continue into 2017 based on enrollment levels actual to goals. | Dee, EPIC leaders | |

Activities Associated with Plan

- **Identify Community partners**
 - IDHS staff and CBO staff will identify community partners. These will be locations where SNAP recipients may frequent. Examples include:
 - thrift shops,
 - food pantries or local markets,
 - Dollar Tree or Dollar General stores,
 - Goodwill Stores, Salvation Army stores,
 - other Community Based organizations that provide services
 - churches, shelters, libraries,
 - public health clinics that accept public aid, emergency rooms,
 - barbershops, hair and nail salons,
 - Public transportation companies.
- **Use print materials**
 - Mail with 1721
 - Provide flyers to the other case workers who might not deal only with SNAP (cannot be TANF recipients)
 - Visit locations identified above with flyers.
 - Ask if the flyer can be posted where patrons may see it.
 - Take one option - If possible include several in a clear sleeve in the event that someone wants to take the flyer, there are additional ones left behind.
 - Include IDHS office address information.
 - Distribute Employer flyers at events like Chamber of Commerce meetings and other networking events.
 - Mail Employer flyers to local businesses
 - displaying help-wanted signs,
 - area businesses who have hired interns, work experience employees for other programs.
 - Distribute at community events.
- **Recruit onsite**
 - Attend local job fairs
 - Attend community fairs (especially if free table is offered) especially back to school fairs in underserved areas.

- Distribute flyers, display large version of comparison chart between EPIC and regular SNAP, display poster of EPIC flyer
 - Partner with a local, free phone provider near your office to mirror their locations.
 - Contact local business member organizations, Rotary, Kiwanis, and others to speak to the group about EPIC and the graduates of our program as potential employees.
- **IDHS website** – share any news items about EPIC from workNet or Commerce
- **Commerce & workNet** – share any news items about EPIC from IDHS
- **Collect Success Stories and Anecdotes**
 - As clients are experiencing success, we want to share that information with others. Please submit stories to <https://www.illinoisworknet.com/EPIC/Resources/Pages/Successes.aspx>.
 - Review the guide to writing a success story here: <https://www.illinoisworknet.com/DownloadPrint/Guide%20for%20writing%20your%20success%20story.pdf>
 - Send anecdotes to epic@illinoisworknet.com.
 - Review what we are looking for in an anecdote at the end of this document on page 15.
- **Promote success stories**
 - When a new success story is posted on www.ilepic.com we will message all partners with the link to the success story. Share the link on your social media and website if applicable.
- **Provide News Items**
 - Illinois workNet will gather information and send out periodic news items about the EPIC program. If your organization creates a news item or press release that includes photos, videos and personal information about a customer, please be sure to obtain a release from the customer to use those items. You can find a Photo Video release on the EPIC partner resources page. <http://illinoisworknet.com/epicpartners>
 - Study representatives have restricted sharing of these items:
 - No personal names or company names
 - No numbers of participants or completers

Flyers

Participants – the participant flyers are prepared and distributed to the local offices. They are available on the website and in partner resources. These can be used by the CBO’s and IDHS to distribute to community locations, mailed and handed to customers.

Get Help Finding a Job and Starting a Career

Get Training
Get Experience
Earn Credentials
Find Jobs

epic

SNAP Recipients Only
Learn what is available in your area now.

Learn more, go to www.ilepic.com.
or visit 1642 W. 59th Street 1st Floor, Chicago, IL 60636.

Get the Skills to Start a Career

epic

The EPIC program can help you learn new skills and create a training plan to meet your career goals. You can earn a credential in a field that has jobs in your area. This may include work opportunities with local employers. You can also get ongoing counseling to prepare you for a new career.

There are jobs available in these fields **RIGHT NOW**:

- BUSINESS MANAGEMENT & ADMINISTRATION
- INFORMATION TECHNOLOGY
- HEALTH SCIENCE
- MANUFACTURING
- HOSPITALITY & TOURISM
- MARKETING
- TRANSPORTATION DISTRIBUTION AND LOGISTICS

Get started with an information session.
Learn more:
www.ilepic.com
1642 W. 59th Street 1st Floor, Chicago, IL 60636

DON'T WAIT! Spaces are limited.

Scan the QR code for more details.

SNAP, USDA Supplemental Nutrition Assistance Program, USDA Department of Agriculture, IDHS Illinois Department of Human Services, Illinois Department of Commerce, workNet CENTER

Funding for research provided by United States Department of Agriculture (USDA). USDA is an equal opportunity employer and provider. 4/2016 v6

Employers – a flyer that can be distributed to local businesses.

Get Job Ready Candidates

innovate

EPIC Employees Trained for Your Business

Occupations for this area include:

- Architecture and Construction
- Business Management & Administration
- Health Sciences
- Hospitality & Tourism
- Information Technology
- Law, Public Safety, Corrections & Security
- Manufacturing
- Transportation, Distribution & Logistics

What is EPIC?
This program provides SNAP recipients with an individualized training plan to help them get job skill training and earn credentials in fields that are currently hiring in your local area. These training programs are fast paced and are meant to place recipients in a growing self-sufficient career in a short period of time.
EPIC is part of a study to learn better ways to help SNAP recipients get into great careers. The lessons learned from the study will impact how SNAP and employment services are provided in the future.

3 Reasons to Participate

1. Get job ready candidates with industry-recognized skill training so employers know trainees are ready for work on day one.
2. You have the opportunity to influence the content and quantity of training made available in your region.
3. By providing work based learning opportunities you get a no-risk chance to see potential employees in the workplace.

Learn More:
<http://ilepic.com/employers>

epic, SNAP, USDA, IDHS, Illinois Department of Commerce, workNet CENTER

Funding for research provided by United States Department of Agriculture (USDA). USDA is an equal opportunity employer and provider.

Get Job Ready Candidates

EPIC Employees Trained for Your Business

Occupations for this area include:

- Architecture and Construction
- Business Management & Administration
- Health Sciences
- Hospitality & Tourism
- Information Technology
- Law, Public Safety, Corrections & Security
- Manufacturing
- Transportation, Distribution & Logistics

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Learn More:
<http://ilepic.com/employers>

epic, SNAP, USDA, IDHS, Illinois Department of Commerce, workNet CENTER

Funding for research provided by United States Department of Agriculture (USDA). USDA is an equal opportunity employer and provider.

Images and Icons



employment opportunities • personalized services
 individualized training • career planning



Illinois
 Department of Commerce
 & Economic Opportunity
 OFFICE OF EMPLOYMENT & TRAINING
 Bruce Rauner, Governor



employment opportunities • personalized services
 individualized training • career planning



Illinois
 Department of Commerce
 & Economic Opportunity
 OFFICE OF EMPLOYMENT & TRAINING
 Bruce Rauner, Governor



Messages

Community Only/Voluntary

- Through 12-31-2016 counties include: Stark, Marshall, Peoria, Woodford, McLean, Tazewell, Mason, Fulton, DeWitt, Macon, Knox, Warren, Henderson, Hancock, McDonough, Monroe, Randolph and Stephenson
- Letters or Email, Phone, In Person - Benefits Comparison
 - Sample language - A new program has just been created – it’s called EPIC and it’s for SNAP recipients only! You may be eligible for the EPIC program that will assist you with free job training, free educational programs, and free job placement. This program is only available to a select group of individuals*, so if you are interested, please attend the orientation scheduled below: *Insert date time and location*. This session could last up to 3 hours. It will include informational videos, a short skills and interest assessment, training program review, and an online application. Best of all, you find out if you have been accepted into the program before you leave the appointment! If you are accepted into the program, any wages you earn will not affect your SNAP benefits. Participation in the program is voluntary, but we really hope to see you there! *An able bodied adult without dependents (ABAWD) is the primary audience.
 - See attached comparison list at the end of this document.

Mandatory

- Through 12-31-2016 counties include: Cook, Winnebago, Boone, Adams, Schuyler, Brown, Pike, St. Clair, Clinton, Washington, Perry, Franklin, Jackson, and Williamson.
- Letters or Email, Phone, In Person - Benefits Comparison
 - Sample language - A new program has just been created – it’s called EPIC and it’s for SNAP recipients only! You may be eligible for the EPIC program that will assist you with free job training, free educational programs, and free job placement. This program is only available to a select group of individuals*, so if you are interested, please attend the orientation scheduled below: *Insert date time and location*. This session could last up to 3 hours. It will include informational videos, a short skills and interest assessment, training program review, and an online application. Best of all, you find out if you have been accepted into the program before you leave the appointment! If you are accepted into the program, any wages you earn will not affect your SNAP benefits. If you are a mandatory SNAP work registrant, you ARE REQUIRED to participate in one of the IDHS E&T offerings. EPIC is a great opportunity that you should consider. We hope to see you there! *An able bodied adult without dependents (ABAWD) is the primary audience.
 - See attached comparison list at the end of this document.

Employers

- Letters or Email, Phone, In Person - Benefits
 - Include the link to page on <http://ilepic.com>
 - This program provides SNAP recipients with an individualized training plan to help them grow their skills and earn credentials in fields that are hiring now. These training programs are fast paced and are meant to place recipients in high-demand, self-sufficient careers in a short period of time.
 - EPIC is part of a study to learn better ways to help SNAP recipients get into great careers. The outcomes from the study will impact how SNAP and employment services are provided in the future.

- Local community based organizations like (your organization name here) are working with economic and community development partners to find and develop training and positions for participants in this program.
- Employers looking for qualified job candidates are invited to participate with the EPIC program.
- We, (CBO inserted here) will work with you to establish agreements to provide quality sites* that will offer work experience opportunities that could lead to permanent placement.
- You will get job ready candidates with industry-recognized skill training who are ready for work. They may require training on specific tools that your business uses.
- You have the opportunity to influence the content and quantity of training made available in your region.
- By providing work-based learning opportunities you get a no-risk chance to see potential employees in the workplace.
 - Work-based learning can be in the form of OJTs, customized training, or internships, (funded by partner organizations) or subsidized work experience. Subsidized work experience is the only work-based learning that can be paid for out of the EPIC Pilot Project and is targeted to the participants that are unemployed or underemployed with limited work experience.
 - Work-based learning happens simultaneously with technical skills training in the classroom.
- All of the training programs offered in your region are included in one of nine of the in-demand sectors identified through the Illinois Career Pathways Initiative.
- If you would like to partner with a training program, send an email to epic@illinoisworknet.com.

*General Worksite Guidelines- employment of participants in the EPIC program must not occur at worksites where:

- A participant's employment would unfavorably impact current employees (a participant cannot displace all or a portion of a current employee's hours including overtime, wages, employment benefits, or promotional opportunities);
- A participant's employment cannot impair existing contracts for services or collective bargaining agreements;
- A participant's employment would replace the work of employees who have experienced layoffs; and
- An employer has terminated a regular employee or otherwise reduced its workforce with the intention of replacing them with participants subsidized with these funds.

News Items

Structure of news items will be:

- Introductory paragraph
- Quotes from USDA, FNS, IDHS, Commerce, and workNet focusing on the importance of this program and why it was created.
- Quotes from customers and why they are excited to participate.
- Closing with contact information for further information.

Social Media

Posts will target key phrases and images associated with the program and training opportunities. Short and “retweetable.” Include the phrase – “please share” in at least half of them. Use the hashtag and web link in as many as possible. Following are 30 “generic” messages that will be supplemented by posts about success stories and news items.

| | Post | Numbers Left | Image |
|---|---|--------------|--|
| 1 | Receiving SNAP benefits? Able to work? Want to check out a new program? http://ilepic.com | 45 | |
| 2 | Get Help Finding a Job & Starting a Career - #SNAP recipients only! http://ow.ly/RL50301zzJh Please Share! | 35 | |
| 3 | Want to be independent? Learn a new career? On SNAP benefits? Check out EPIC! http://ow.ly/zowC301zAez | 39 | |
| 4 | Are you on SNAP & interested in a career in Construction or Architecture? Check this out. http://ow.ly/kHoD302232Z | 27 |  |
| 5 | Are you on SNAP & interested in a career in Health Science? Check this out. http://ow.ly/kHoD302232Z | 41 |  |
| 6 | Are you on SNAP & interested in a career in Information Technology? Check this out. http://ow.ly/kHoD302232Z | 33 |  |

| | | | |
|----|--|----|--|
| 7 | Are you on SNAP & interested in a career in Manufacturing? Check this out. http://ow.ly/kHoD302232Z | 42 |  |
| 8 | Are you on SNAP & interested in a career in Business or Administration? Check this out. http://ow.ly/kHoD302232Z | 29 |  |
| 9 | Are you on SNAP & interested in a career in Hospitality or Tourism? Check this out. http://ow.ly/kHoD302232Z | 33 |  |
| 10 | Are you on SNAP & interested in a career in Public Safety or Security? Check this out. http://ow.ly/kHoD302232Z | 30 |  |
| 11 | Are you on SNAP & Interested in a career in Transportation Distribution? Check this out. http://ow.ly/kHoD302232Z | 28 |  |
| 12 | Are you a SNAP recipient? Need help updating your skills to get a job? Don't miss out on EPIC! http://ilepic.com | 22 | |
| 13 | It's a SNAP when you apply for EPIC job training to boost your job skills! http://ilepic.com Please Share. | 28 | |
| 14 | Need help getting training to get a stable good paying job? #SNAP recipients only! http://ilepic.com | 34 |  |
| 15 | Five Steps to Independence #yourEPICfuture http://ow.ly/mExo3028dA6 | 74 | |

| 16 | SNAP Recipients, reach your employment goals with the new EPIC program! http://ilepic.com | 45 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|----------------------------|--|---------|-------------------------------|----------------------------|--|---|---|-----------------------------------|---|---|--|---|---|--|---|---|--|---|---|--|---|--|---|---|--|---|---|--|--|---|--|--|---|--|---|---|--|--|---|--|
| 17 | A brighter future is within your reach #yourEPICfuture. http://ow.ly/DiYt302aeiC Please share! | 47 |  Comparison of EPIC SNAP E&T Pilot Services and Core SNAP E&T Services http://www.ilepic.com <table border="1" data-bbox="1008 317 1458 583"> <thead> <tr> <th>SERVICE</th> <th>EPIC SNAP E & T SERVICE GROUP</th> <th>SNAP E & T CONTROL GROUP *</th> </tr> </thead> <tbody> <tr> <td>• Assessment and referral to SNAP contractors.</td> <td>X</td> <td>X</td> </tr> <tr> <td>• Assistance for adult education.</td> <td>X</td> <td>X</td> </tr> <tr> <td>• Job retention support for 30, 60 or 90 days.</td> <td>X</td> <td>X</td> </tr> <tr> <td>• Referral to providers for counseling or mentoring services for drug addictions and mental support if needed.</td> <td>X</td> <td>X</td> </tr> <tr> <td>• Supportive services for barrier alleviation to facilitate participation: transportation, childcare, etc.</td> <td>X</td> <td>X</td> </tr> <tr> <td>• Assignment to a Career Navigator who will coach you through every step in the program.</td> <td>X</td> <td></td> </tr> <tr> <td>• Barrier identification and remediation.</td> <td>X</td> <td></td> </tr> <tr> <td>• Career Pathway training in a high-growth employment area.</td> <td>X</td> <td></td> </tr> <tr> <td>• Career training that gives you skills and credentials recognized by local employers.</td> <td>X</td> <td></td> </tr> <tr> <td>• Connections to employers for job placement in the career pathway in which you trained, along with transitional employment.</td> <td>X</td> <td></td> </tr> <tr> <td>• The opportunity to receive paid work experience that does not impact your existing SNAP benefits.</td> <td>X</td> <td></td> </tr> <tr> <td>• Personalized career, training and employment plan based on assessment.</td> <td>X</td> <td></td> </tr> </tbody> </table> <p><small>*Services listed are only available to control group members in counties that have signed core SNAP E&T services available.</small></p> <p>Funding for research provided by the United States Department of Agriculture (USDA). USDA is an equal opportunity employer and provider.</p>  | SERVICE | EPIC SNAP E & T SERVICE GROUP | SNAP E & T CONTROL GROUP * | • Assessment and referral to SNAP contractors. | X | X | • Assistance for adult education. | X | X | • Job retention support for 30, 60 or 90 days. | X | X | • Referral to providers for counseling or mentoring services for drug addictions and mental support if needed. | X | X | • Supportive services for barrier alleviation to facilitate participation: transportation, childcare, etc. | X | X | • Assignment to a Career Navigator who will coach you through every step in the program. | X | | • Barrier identification and remediation. | X | | • Career Pathway training in a high-growth employment area. | X | | • Career training that gives you skills and credentials recognized by local employers. | X | | • Connections to employers for job placement in the career pathway in which you trained, along with transitional employment. | X | | • The opportunity to receive paid work experience that does not impact your existing SNAP benefits. | X | | • Personalized career, training and employment plan based on assessment. | X | |
| SERVICE | EPIC SNAP E & T SERVICE GROUP | SNAP E & T CONTROL GROUP * | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Assessment and referral to SNAP contractors. | X | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Assistance for adult education. | X | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Job retention support for 30, 60 or 90 days. | X | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Referral to providers for counseling or mentoring services for drug addictions and mental support if needed. | X | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Supportive services for barrier alleviation to facilitate participation: transportation, childcare, etc. | X | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Assignment to a Career Navigator who will coach you through every step in the program. | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Barrier identification and remediation. | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Career Pathway training in a high-growth employment area. | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Career training that gives you skills and credentials recognized by local employers. | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Connections to employers for job placement in the career pathway in which you trained, along with transitional employment. | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • The opportunity to receive paid work experience that does not impact your existing SNAP benefits. | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Personalized career, training and employment plan based on assessment. | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | On SNAP and have barriers with employment? Then EPIC is right for you! http://ilepic.com #yourEPICsuccess | 29 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | On SNAP? Learn about what a career in Construction or Architecture could mean for you! http://ow.ly/kBXy3023eK8 | 30 | Video | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 20 | On SNAP? Learn about what a career in Health Science could mean for you! http://ow.ly/2sNS3023eRH | 44 | Video | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 21 | On SNAP? Learn about what a career in Information Technology could mean for you! http://ow.ly/Zufg3023f3C | 36 | Video | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 22 | On SNAP? Learn about what a career in Manufacturing could mean for you! http://ow.ly/IV1T3023f9m | 45 | Video | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 23 | On SNAP? Learn about what a career in Business or Administration could mean for you! http://ow.ly/w7k63023fdr | 32 | Video | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 24 | On SNAP? Learn about what a career in Hospitality or Tourism could mean for you! http://ow.ly/N4IC3023fg6 | 36 | Video | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25 | On SNAP? Learn about what a career in Public Safety or Security could mean for you! http://ow.ly/NUYZ3023fky | 33 | Video | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 26 | On SNAP? Learn about what a career in Transportation Distribution could mean for you! http://ow.ly/kVht3023ftw | 31 | Video | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 27 | Find out if #yourEPICfuture is available in your area of Illinois. http://ow.ly/mjeo302g2vo | 50 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 28 | Please share with a SNAP recipient you know - find a career that interests you! http://ow.ly/vPGQ302g2Xa | 37 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 29 | New program in Illinois #yourEPICfuture helps SNAP recipients. See if you qualify. http://ilepic.com | 34 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 30 | Able Bodied Adults Without Dependents on SNAP, we have #yourEPICfuture http://ilepic.com | 46 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | | | |
|----|--|--|--|
| 31 | Assorted pictures with consent of people in training | | |
| 32 | Assorted success stories with consent of people completed with training. | | |
| | <i>We will continue to add additional messages and post</i> | | |

Success Stories

- Post stories using the Illinois workNet success story tool.
 - <https://www.illinoisworknet.com/EPIC/Resources/Pages/Successes.aspx>
- Videos – use your phone to capture a short testimonial of the customer or the participating business.
 - If you have a video, contact us at epic@illinoisworknet.com. We will work with you to determine the best way for you to share the video with us.
 - We will post them on <http://ilepic.com>, our news feed and social media outlets. Share them once posted.
- Use with news items, the success story would be the majority of the news item.
- Use with social media
 - Shared as stories are posted in the success story tool.
- Use with Public Service Announcements (PSA)
 - More quotes or anecdotes, rather than full stories.
- Use by IDHS during orientations
 - Invite “graduates” back to share a positive story with orientation attendees.

Anecdotes

A short heartwarming story about how the EPIC program has impacted a customer in a positive way. It can be about:

- how their face lights up when they find out they have been assigned to a program; or
- how delighted someone gets when they hear that they have an opportunity to pursue something in which they are interested; or
- the positive changes after EPIC training has started.

Any short story demonstrating how the EPIC program has made a positive change for someone. Email these anecdotes to epic@illinoisworknet.com and we will keep track of them to include in our news items and social media posts.

Attachments

The EPIC/SNAP comparison sheet is available on <http://illinoisworknet.com/epicpartners>.

Select Full List of Resources. The document is listed under the Customer Handouts/Marketing materials.



Comparison of EPIC SNAP E&T Pilot Services and Core SNAP E&T Services <http://www.ilepic.com>

| SERVICE | EPIC SNAP E & T SERVICES GROUP | SNAP E & T CONTROL GROUP * |
|--|--------------------------------|----------------------------|
| • Assessment and referral to SNAP contractors. | X | X |
| • Assistance for adult education. | X | X |
| • Job retention support for 30, 60 or 90 days. | X | X |
| • Referral to providers for counseling or mentoring services for drug addictions and mental support if needed. | X | X |
| • Supportive services for barrier alleviation to facilitate participation. (transportation, childcare, etc. | X | X |
| • Assignment to a Career Navigator who will coach you through every step in the program. | X | |
| • Barrier identification and remediation. | X | |
| • Career Pathway training in a high-growth employment area. | X | |
| • Career training that gives you skills and credentials recognized by local employers. | X | |
| • Connections to employers for job placement in the career pathway in which you trained, along with transitional employment. | X | |
| • The opportunity to receive paid work experience that does not impact your existing SNAP benefits. | X | |
| • Personalized career, training and employment plan based on assessment. | X | |

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