



Business Access Community Update

Issue 11, Volume 1

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TANF Participation Going Up As a Result of Quick Start

To examine the effect of our new Quick Start and Mentoring programs on client participation, we evaluated two test groups: 390 Dallas TANF Achievers who entered the Business Access program between May and September of 2006, and a smaller group of 65 Dallas TANF Achievers who joined the program in 2007.

We compared their first 90 days of participation time.

The first group received less structured follow-up that included a welcome call within three days of receiving their computer. Additional contact would be made after 30 to 90 days, but only if the Achiever had low participation or was reporting difficulties.

The 2007 group received very structured follow-up, including a welcome call on the third day, followed by additional contacts at 7, 14, 21 and 30 days into the program.

The contrast was significant. The 2006 group's average participation was 50.6 hours during the first 90 days. The 2007 group averaged 60.1 hours, an 18.77% increase. The 2006 group also completed fewer courses. 12.31 versus 14.69. This gap will likely grow, given that many 2007 Achievers have recently begun the program under the new system.

The average number of support contacts per Achiever per group also differed significantly: The 2006 group received an average of 6 support contacts after installation, while the 2007 group received an average of 10.60 support contacts.

Job Retention Is Profitable

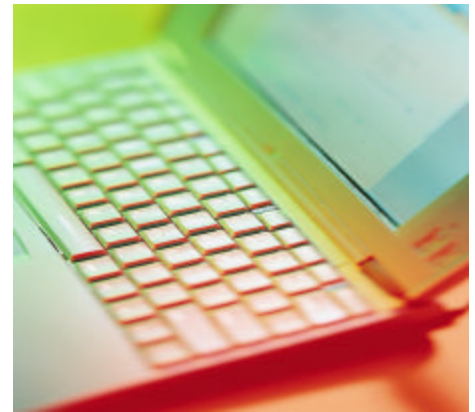
The costs to recruit, hire, and train a new employee can be huge. A study of the employee turnover problem in the supermarket industry determined that the total direct and indirect costs of replacing a cashier earning just \$6.50 per hour was at least \$3,637. The statistics vary from approximately 25% of a lower wage earner's annual salary to up to 200% of management and executive level annual salary. Retaining an employee for 20 years can save a company hundreds of thousands of dollars.

An Internet employee turnover cost calculator at www.Chally.com estimates it would cost a company more than \$400,000 a year to cope with a 50% turnover rate of a staff of 100 employees whose average salary is \$10.00 an hour – a rate not uncommon in customer service call centers. A 30% reduction in overall turnover would save that company \$120,000 annually.

For more, read "New Ideas for Retaining Store-Level Employees," Coca-Cola Retailing Research Council, January 2000

By 2010, the United States will have 168 million jobs, but only 158 million workers to fill them.

Roger E. Herman, Thomas G. Olivo, and Joyce L. Gioia, *Impending Crisis: Too Many Jobs, Too Few People*. Winchester, Va.: Oakhill Press, 2003.



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Top Ten Job Retention initiatives

- Health care benefits
- New hire orientation
- Open communications policy
- Salary increases
- 401(k) or 403(b) plan
- Salaried position
- On-site parking
- Training costs reimbursement
- Casual dress policy
- Relocation costs reimbursement

Top Ten Employment Threats

- Higher salaries offered by other orgs.
- Dissatisfaction with career potential
- Feeling unappreciated
- Burnout
- Difficulty balancing work/life issues
- Conflicts with supervisors/coworkers
- Better benefits offered by other orgs.
- Perceived lack of job security
- Viability of the organization
- Conflict with company values/mission

Source: Society for Human Resource Management

The Right Training at the Right Time

Whether it's the day before an interview or the weekend before the first day at a new workplace, having access to a large library of training courses gives our clients an edge in landing and keeping a better paying job.

Darnell, a hurricane evacuee, is a good example. After working in Dallas for a year, she got a call from her old company in New Orleans. She didn't just get her old job back: She was hired, she says, "in the same department, at a step higher, paying more money!"

That step higher required Darnell to know how to work with PowerPoint. She was able to familiarize herself with the software by going to the BA Training page and taking an introductory PowerPoint class. She credits the availability of the training as the difference maker. "Through you, I did land a job."

Increasing Client's Self-Efficacy: Persuasion Helps

Becoming self sufficient involves developing a sense of being able to cope with life's problems and achieve reasonable goals such as learning a new skill and putting it to use for a fair wage. Psychologist Alberta Bandura described this personal characteristic as self-efficacy. Low self-efficacy restricts (i.e., "Oh I couldn't do that. I don't know how.") High self-efficacy extends (i.e., "I can figure out how to do that.") It's a bit like the difference between giving someone fish for dinner or teaching them to fish. The latter is efficacious, the former fosters dependency. You can assist your clients in improving their self-efficacy by:

- Helping them identify and set reasonable goals.
- Supporting and *persuading* them that they can accomplish these goals.
- Watching for and resolving internal and external obstacles that disrupt their efforts.

Don't underestimate your power to persuade your Workforce clients. To move forward in life, we have all needed people around us who told us, "You can do it!"

Mentoring Staff

We are proud of our Mentors. They do an excellent job listening, supporting, encouraging, persuading, solving problems and teaching our clients how to be successful participants in the Business Access program. Since we mentioned the positive results they've helped bring about, we thought we ought to mention their names. Our Mentors are **Sonya Morgan, Dina Gonzalez, Georgann Miller and Raquel Gomez-Figueroa**. Georgann and Raquel are former Business Access Achievers.

Special Thanks

We wish to extend a special thank you to **Stephanie Valverde** in Cameron Works in Harlingen, Texas and **Bettina Buval** in Jefferson Parish, Louisiana for going the extra mile. They have reached out to find clients who could take advantage of the in-home learning program, connected clients with employers, and followed up with clients, nudging them along towards graduation. Their efforts make a world of difference.

Welfare Spending

Last year, according to the Cato institute, the federal government spent more than \$477 billion on some 50 different programs to fight poverty. That is \$12,892 for every poor man, woman, and child in America. That does not include the welfare spending by state and local governments.

The Cato Institute

eLearning Revenues Rising

The global e-learning market is expected to surpass \$52.6 billion by 2010. Projected revenues for 2007 are \$17.5 billion.

Global Industry Analysts

No Fun Until the Work Gets Done

She said matter-of-factly to our On-line greeter Cyndi Schoenhals, "I won't have time for fun until I finish the ADV Networking course,"

Mariana, Dallas Achiever

Learn more about how the Business Access has helped Workforce:

[TANF Clients](#)

[WIA Adults](#)

[WIA Youth](#)

[Hurricane Evacuees](#)

[Incumbent Workers](#)

[FSE&T Clients](#)

[Dislocated Workers](#)

[Trade Affected Workers](#)

[People with Disabilities](#)

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