



Connecting Rural Communities: The Role of Community Action Agencies in SNAP E&T

Hayleigh Rockenback, Senior Associate SNAP E&T, NCAP
Maribeth Schneber-Rhemrev, Director of Organizational
Capacity Building, NCAP

OCTOBER 29-30, 2024 | TYSONS CORNER, VA



The Promise Of Community Action

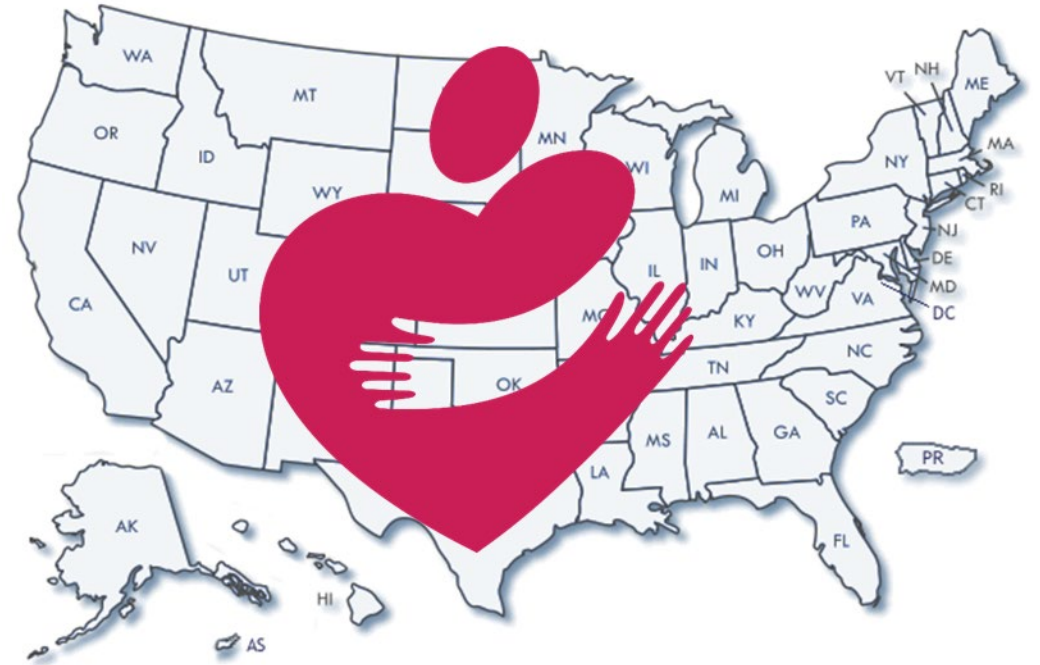
Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

Agenda

- What is Community Action?
 - Hayleigh Rockenback, Senior Associate of SNAP E&T, NCAP
 - Maribeth Schneber-Rhemrev, Director, Organizational Capacity Building, NCAP
- Current SNAP E&T Provider: CAP Lakes and Prairies
 - Robin Christianson, Economic Empowerment Director, CAPLP
- Serving Rural Areas with SNAP E&T
 - Deana Rader, Sr. Consultant, Seattle Jobs Initiative
 - Andrew Schramm, Sr. Consultant, Seattle Jobs Initiative
- Facilitated Discussion

The Community Action Network

- National network with a local, state, regional, and national infrastructure
- Community Action serves 99% of America's counties
- 80% of CAAs are private non-profits, 20% are housed in a local unit of government
- \$14 billion in total funding, much more than CSBG: Head Start, WIOA, HUD, USDA, state, local and private support
- State Associations play a critical role in the network



1000+ Agencies | 44 State Associations | 50+ State
CSBG Offices | National Partners
More than 15 million served

*We work together to promote workable solutions that
connect more families to opportunity*

Local, State, and National Network

Local Community Action Agencies

State Associations

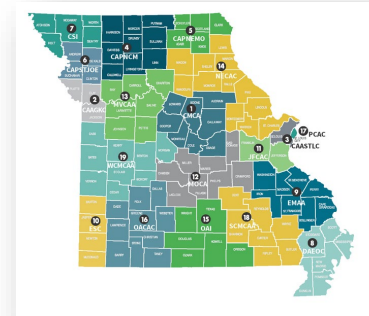
State Offices

National Partners

Federal Funders

1,000+ Community Action Agencies Nationally with a Local Approach

- Local Community Assessment Every Three Years
- **Localized Response to Needs**
- Range of Services & Strategies Deployed
 - Whole-Family Approach/Two-Generation Approach
 - Emergency Assistance (Food, energy, shelter)
 - Health Care-FQHC, Dental Clinics, Women's Health, Mobile Health
 - Community and Economic Development
 - Housing/Shelter
 - Early Childhood/Head Start
 - Job Training/Community College Connections
 - Senior Services
 - Weatherization
 - Case Management/Family Coaching
 - Financial Capability/Asset Development/VITA
- High-impact, innovative, accountable CAAs across the country



2Gen/Whole Family Approach Efforts

- Whole Family Approach work across the national network:
 - The Learning Communities Resource Center, funded for the last seven years through federal T/TA resources
 - Communities of Practice
 - Statewide efforts in VA, MD, TN, MN, ME and NH





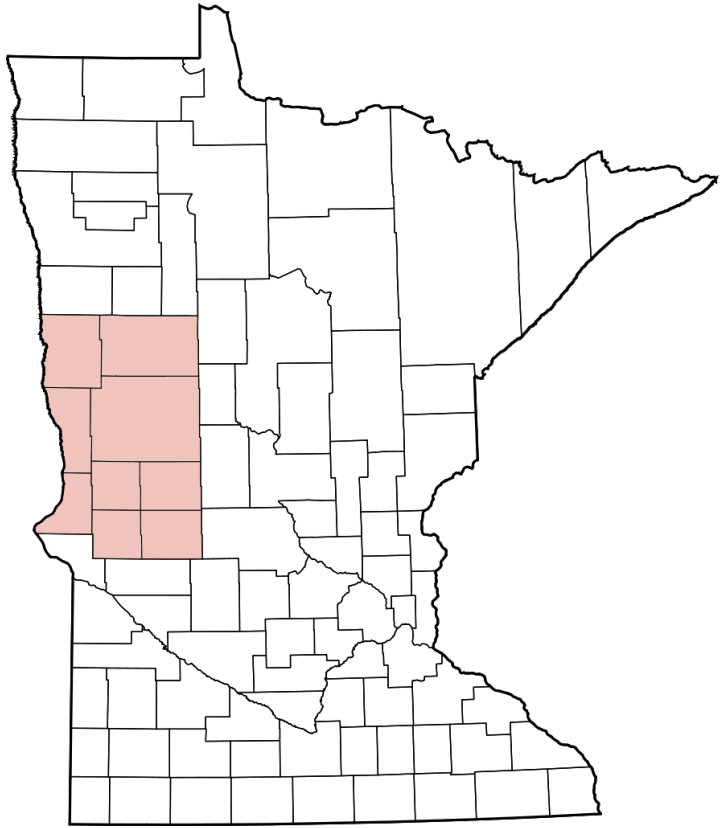
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Robin Christianson
Economic Empowerment Director, CAPLP

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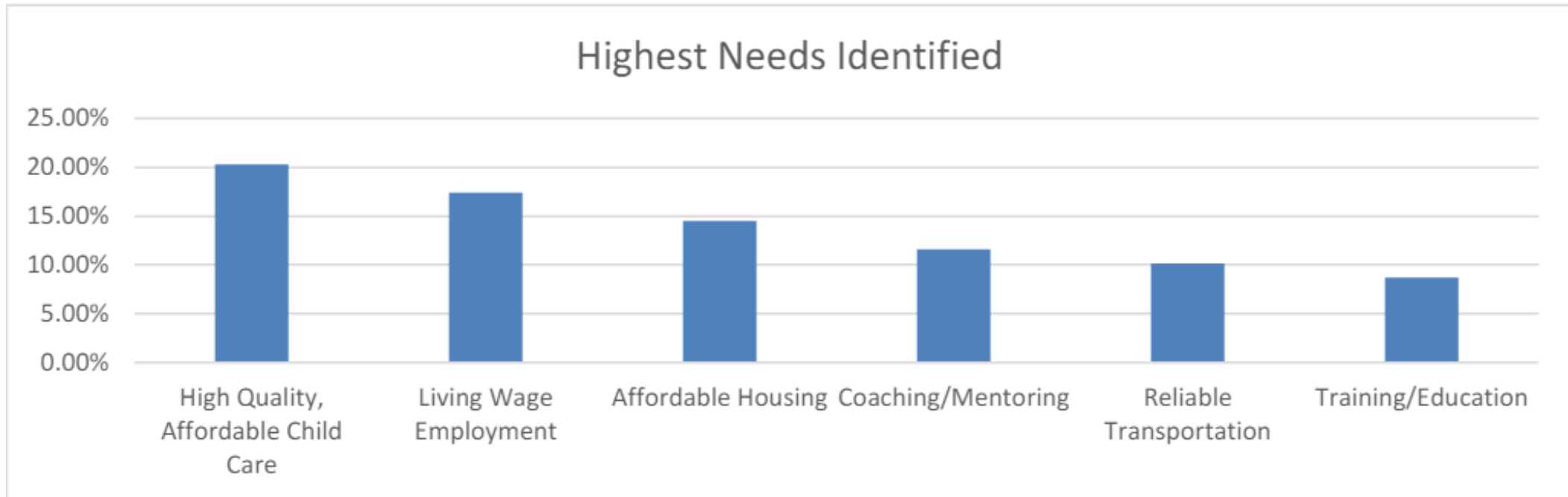
CAP LLP

Lakes & Prairies Community Action Partnership



**Eliminate Poverty.
Empower Families.
Engage Communities.**

Highest Needs Identified



Reality of Poverty



Barriers to Employment

Mental Health
Substance Use
Incarceration / Background
Education Level
Language
Transportation
Limited Skills
Homelessness
Disability
Support

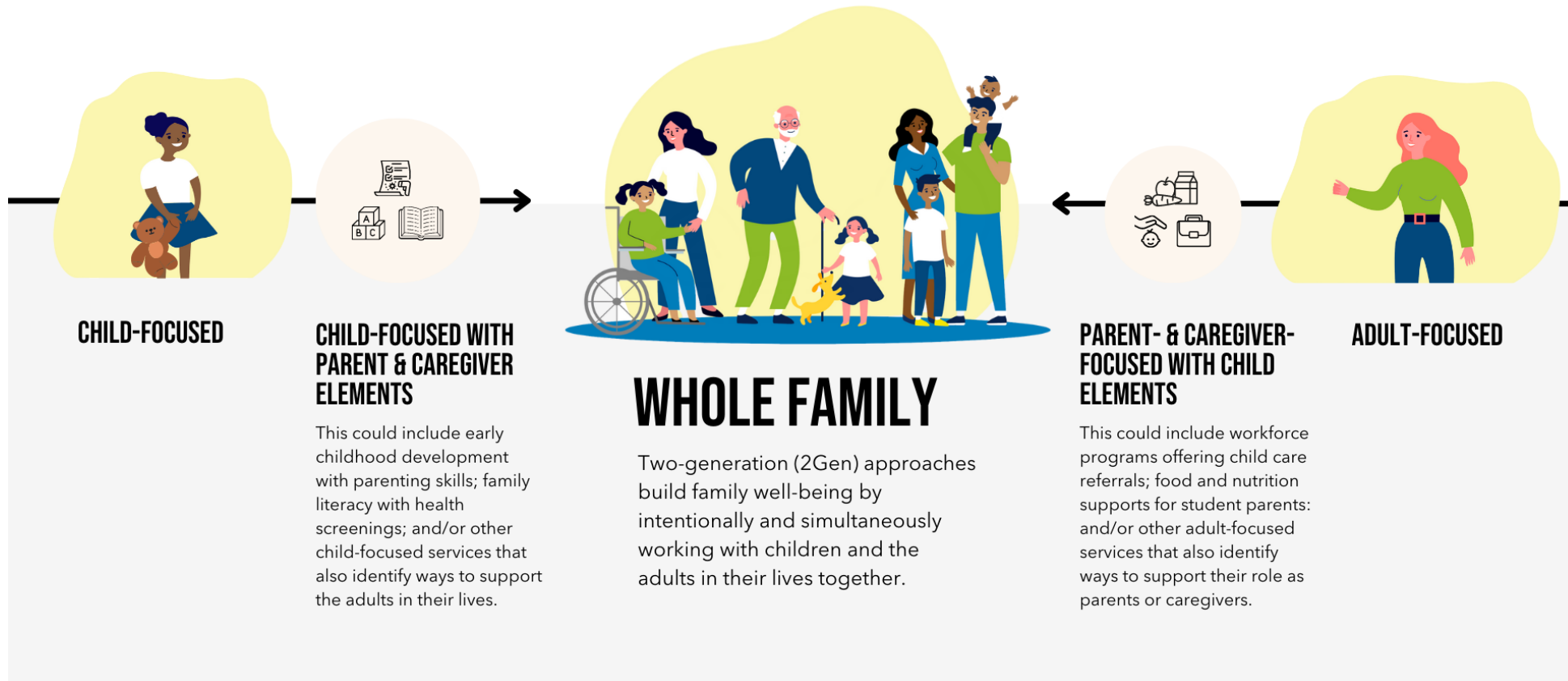
Application for Employment

Accommodations for persons with disabilities in the hiring process. If your disability is not listed, let us know, and we will provide assistance.

		Date of Application	Date Available
First Name			Middle Initial
City			
years of age or over?			
<input type="checkbox"/> No	If No, Date of Birth		
Education			

An Approach

TWO-GENERATION (#2GEN) APPROACHES CENTER WHOLE FAMILIES



SNAP E & T and Whole Family

THE SIX KEY COMPONENTS OF TWO-GENERATION APPROACHES

Two-generation approaches (2Gen) build family well-being by intentionally and simultaneously working with children and the adults in their lives together.

EARLY CHILDHOOD EDUCATION

- Head Start
- Early Head Start
- child care partnerships
- preK
- home visiting
- Family, Friend, and Neighbor Care (FFN)

K-12

- kindergarten ready
- 3rd grade reading skills
- parent engagement
- graduation and postsecondary prep

POSTSECONDARY & EMPLOYMENT PATHWAYS

- community college
- training and credentials
- workforce partnerships
- employer partnerships

SOCIAL CAPITAL

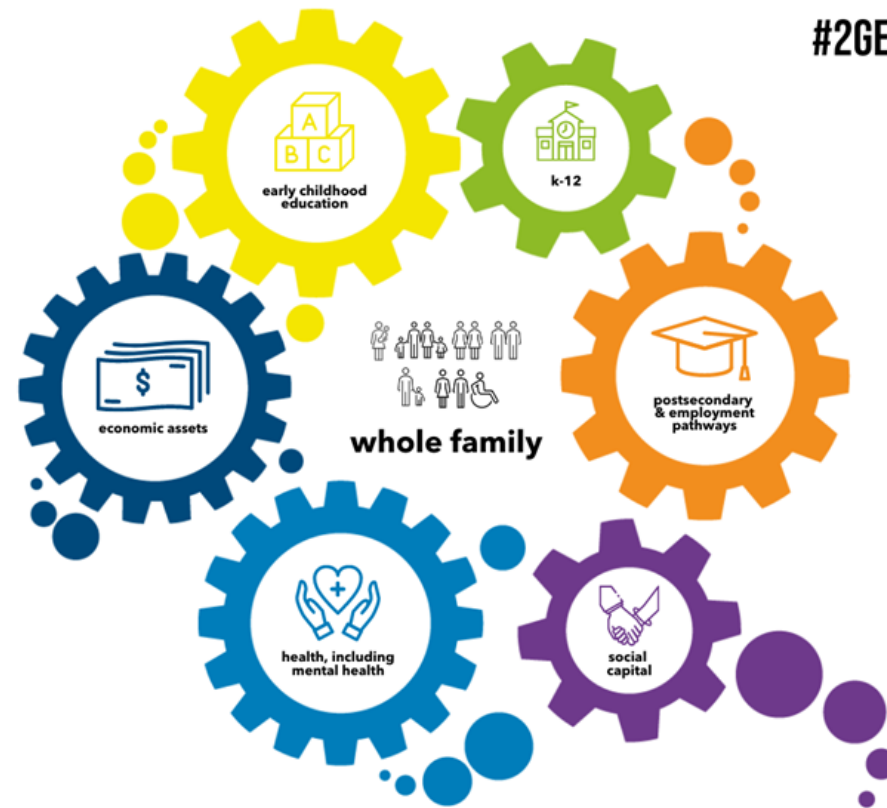
- peer and family networks
- coaching
- cohort strategies

HEALTH, INCLUDING MENTAL HEALTH

- mental, physical, and behavioral health
- coverage and access to care
- adverse childhood experiences and toxic stress

ECONOMIC ASSETS

- asset building
- housing and public supports
- financial capacity
- transportation



#2GEN

ascend
aspen institute

Outcomes



- Barrier reduction.
- Reduced turnover.
- Goal achievement.
- Social capital.
- Self efficacy.

Participant Story



Serving Rural Areas with SNAP E&T

Speakers:

Deana Rader & Andrew Schramm
Seattle Jobs Initiative

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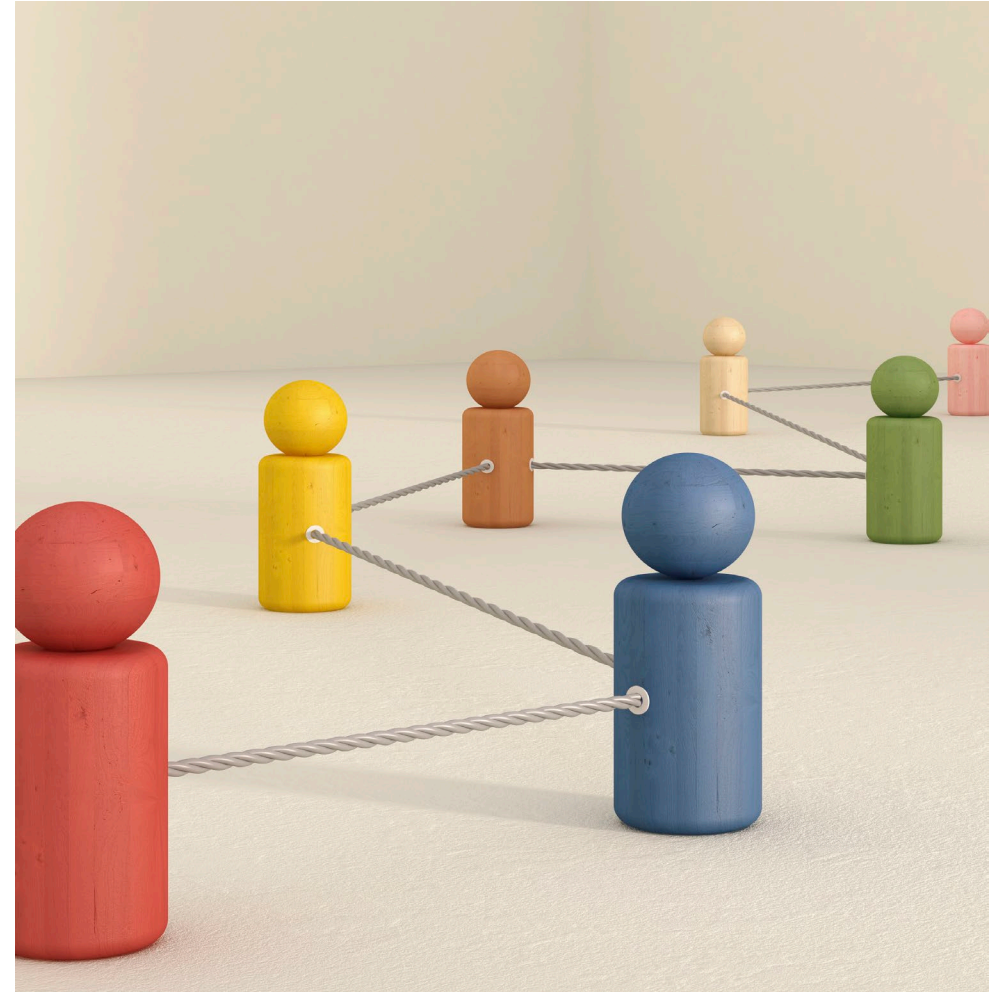
Rural Context for SNAP E&T

- Collective goals:
 - Make SNAP E&T as widely accessible as possible
 - Offer all approved SNAP E&T components as widely as possible
- Nearly every state or territory has some rural population
 - Unique geography, resources, industries
- Higher poverty and SNAP participation in rural areas
- Fewer available training programs
- Fewer/more specific employment opportunities



Challenges to Rural SNAP E&T

- Ensuring value – what is the value to the SNAP E&T program?
 - Recruitment and onboarding effort
 - Higher per participant cost
 - More difficult promotion of SNAP and SNAP E&T
 - Services are more likely to be 1:1



Challenges for Rural Job Seekers

- Limited Options
 - Employment opportunities
 - Industry options
 - Childcare options
 - Internet access
- Transportation!
 - Few, if any, public options
 - Rideshare inconsistent and expensive
 - Training and employment options inaccessible without a vehicle



Rural Expansion & Service

- Recruitment of rural providers
 - Not only geography, community presence
 - Existing relationships with other service providers
 - Existing relationships with SNAP households
 - Already offer similar services
 - Understand local workforce and employers
- Focus on co-enrollment and braiding funding
 - Potential higher need/higher cost
 - Center equity in services



Panel Discussion

NCAP National Partnership Grant



NATIONAL TRAINING
PROJECT



NEW PROVIDER
COHORT



CURRENT PROVIDER
LEARNING COMMUNITY



NCAP Partners for this Project



Seattle Jobs Initiative (SJI) is a recognized national expert on SNAP E&T, and the SJI Team brings a wealth of expertise helping states, counties, and individual workforce providers to develop, operate/administer and grow high-quality SNAP E&T programs.



The American Public Human Services Association (APHSA) supports leaders from state, county, and city human services agencies to advance the well-being of individuals, families, and communities nationwide. As a bipartisan membership association, we work with our members to generate pragmatic solutions grounded in lived experience with a lens for equity and belonging.

Know CAA's Interested in becoming E&T providers?

Applications are now open for the **2025 SNAP E&T Learning Cohort**

Applications are due **November 22**

2025 Learning Cohort Members will be notified by mid-December



surveymonkey.com/r/2025SNAPETLC

Contact Us



Hayleigh Rockenback

Senior Associate, SNAP Employment & Training
National Community Action Partnership
hrockenback@communityactionpartnership.com



Deana Rader

Senior Consultant
Seattle Jobs Initiative
drader@seattlejobsinit.com



Maribeth Schneber-Rhemrev, CCAP, PMP, NCRT

Director, Organizational Capacity Building
National Community Action Partnership
Mschneberrhemrev@communityactionpartnership.com



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Senior Consultant
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aschramm@seattlejobsinit.com



Robin Christianson

Economic Empowerment Director
Community Action Partnership, Lakes and Prairies
robinc@caplp.org

We want to hear from you!

Provide feedback on this session by scanning the QR code and filling out the survey



QR: <https://www.surveymonkey.com/r/F6HFLHH>