



Working to Reduce Poverty in America

Components of a Workforce Development Program

Surabhi Jain | Ed-Works



Ending poverty, promoting justice and restoring dignity.

Agenda



Working to Reduce Poverty in America

- Introductions
- Components of a workforce development program
- Elements of a good program design
- Questions



Who am I?



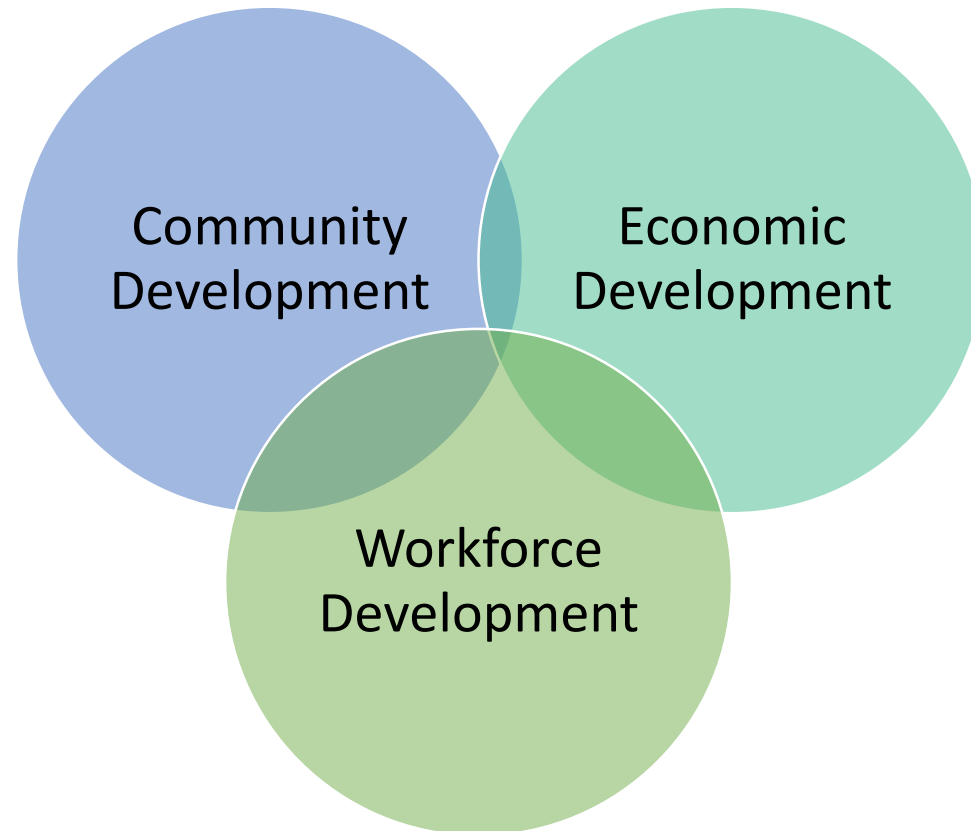
- Nearly 20 years of experience in WFD
- Strategy Development
- Program design / management / evaluation
- Employer engagement/ stakeholder relationship building
- Capacity-building
- Curriculum development

What is workforce development (WFD)?



Catholic
Charities
USA.

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Job development vs. Workforce development



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Job Placement

- *Services that assist that individual prepare, secure, access gainful employment*
- *Job placement strategy that is very immediate and not future focused*
- *Individual focused only; rarely involves other organizations or employers as partners*
- *Individualistic approach*

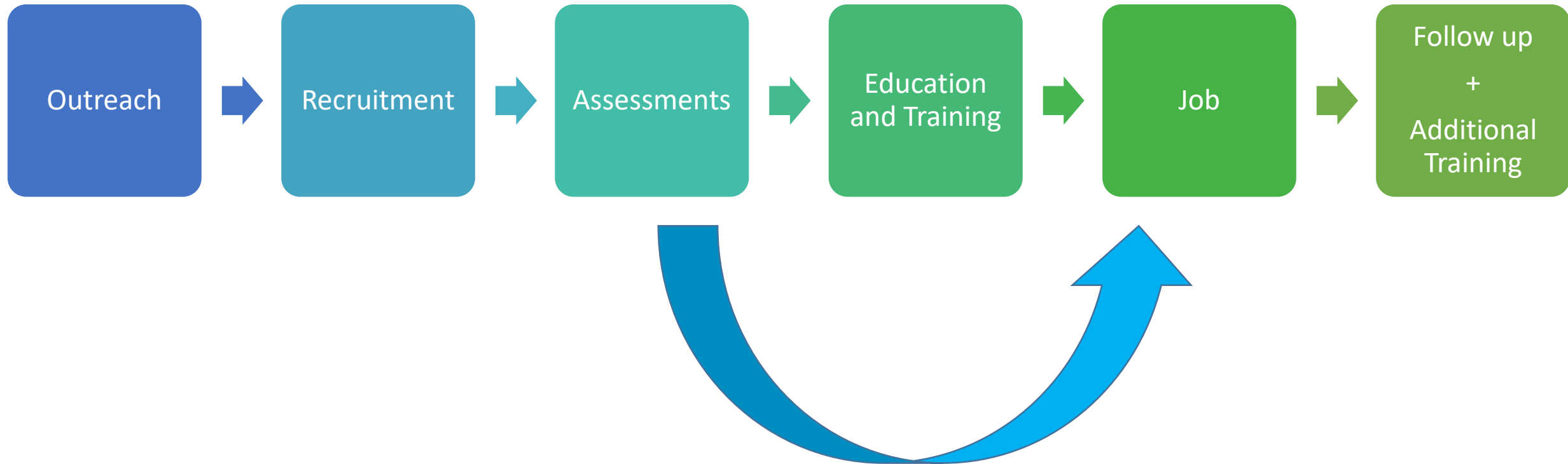
Workforce Development

- *Training and education of individuals to meet the current/future needs of the businesses*
- *Economic + community development strategy that focuses on human resource development*
- *Engages individuals, organizations, businesses*
- *Holistic approach*

Workforce Development Flowchart



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Jamboard: Share some of your outreach strategies



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Share your outreach strategies

Flyers

Table at
community
events

Cold call
employers
in the
area

partners

indeed

Media

Social
media

Word
of
mouth

Email to
existing
volunteers

Attend
Community
Meetings and
present

radio, TV public
announcements

postcard
to clients

Church
bulletin

LinkedIn

Announcements
with community
partners

other
clients



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Components of a WFD Program

Outreach

- Flyers
- Social Media
- Radio + TV
- Newspaper
- Grocery Store
- Library/Community Centers
- Bathrooms
- Schools/Day care centers

Recruitment

- Assessments
- Case Management
- Referrals

Assessments

- Education
- Employment
- Social
- Family
- Economic

Case Management
+
Supportive Service



Jamboard: Share your assessment tools



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Share your assessment tools

TABE (test of adult basic education)

ASSM (Arizona Self-Sufficiency Matrix - basic needs assessment)

CASAS

phq9

Holland test

Components of a WFD Program

Education and Training

- Certificate of completion
- Industry-recognized
- Professional credentials
- Foreign credentials
- Degree

Job Placement

- Internships
- Externships
- Jobs

Follow-up

- Job retention
- Additional training
- Upward economic mobility

Case Management
+
Supportive Service

Jamboard: Training programs

What are some training programs you offer?

Digital literacy

Industrial sewing

Culinary Training

Pre-apprenticeship Plumbing

Interpretation

Coffee Roasting and Barista

Financial Literacy

Basic literacy

Culinary Training

Auto mechanic program

Financial literacy

OSHA 10 and OSHA 30

Landscaping

CPR

Health care training

forklift operator

Heavy machinery

ESL (english as a second language)

CNA

Job Readiness

Bank Sales Representative

Women Safety Training and ESL

Farming

Customer Services

CDL

Green practices



Reminder: Partnerships



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Community-based organizations

- Referrals (in/out)
- Additional support services

Education and training providers

- Community colleges
- Private colleges
- Universities and colleges

Employers

- Individual employers
- Trade associations
- Small business associations

Elements of a good program design



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Meets the needs of employers and community

Assesses community

Case management and supportive services through out

Connections to training/education

Financial literacy

Job Readiness

Understands and addresses employers' needs

Employer engagement and follow-up

Follow up post job placement

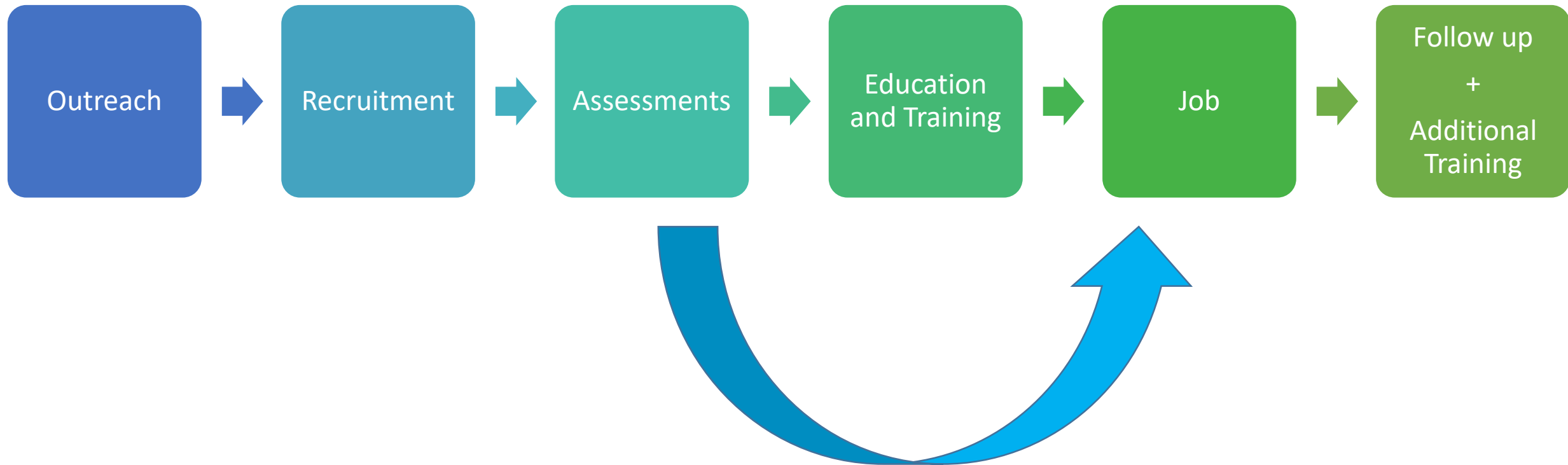
Alumni engagement



Workforce Development Flowchart



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Reflection + Discussion



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- Reflect for 2 minutes:
 - What is missing from your program?
 - Where do we struggle right now?
- Discuss:
 - What support do we need to add the missing pieces?
 - What will make our program stronger?

Questions



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Contact information



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