



Strengthening Working Families Initiative

August 2017 Peer Sharing Call on Outreach and Recruitment: Summary

The August 2017 Peer Sharing Call on Outreach and Recruitment provided an opportunity for grantees to hear about the strategies other grantees are using for outreach and recruitment of SWFI participants. This document outlines key takeaways from the call. In future TA resources and activities, we will continue to address questions related to outreach and recruitment.

Grantee elevator speeches

Grantees provided short elevator speeches on their SWFI grants. This gave grantees the opportunity to share information about their programs and learn how others are structuring theirs.

- **Action for Boston Community Development, Inc.**'s Project GATE works with a variety of partners to provide short-term training and child care to low-income Boston parents.
- **City of Long Beach, Pacific Gateway Workforce Investment Network** targets parents who are 17 and older interested in education, health care, or logistics. It has created a child care directory for SWFI participants to use and select their child care providers. City of Long Beach has partnered with local schools to provide training for SWFI participants.
- **City of Phoenix** works with participants in the IT, health care, or business services fields. It also plans to provide child care.
- **Memphis BioWorks Foundation** subcontracts training to local colleges in health care, IT, and advanced manufacturing for SWFI participants in four counties. It is providing child care and other supportive services, such as transportation assistance, to SWFI participants.
- **Moore Community House** has a goal of increasing the economic security for women. It provides job training and preapprenticeship in advanced manufacturing. Moore Community House provides on-site child care for its night class participants.
- **OIC of Broward dba OIC of South Florida**'s Project Lift has a dedicated job coach to work with SWFI participants.
- **Rochester Rehabilitation Center** provides an array of services in health care, IT, and advanced manufacturing. SWFI participants are offered a variety of training options and work with a child care navigator on child care needs.
- **The WorkPlace** offers SWFI participants short-term training opportunities. It has a child care concierge that works with participants on child care needs.
- **Total Action Against Poverty in the Roanoke Valley, Inc.** focuses primarily on advanced manufacturing for SWFI participants. It is heavily connected with a Head Start and has been able to provide child care resources to participants.
- **Vermont Technical College**'s SWFI is a statewide initiative focused on advanced manufacturing. The goal is to move SWFI participants along career pathways and connect them to child care resources.



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Grantee presentations

After the elevator speeches, three grantees shared their strategies for outreach and recruitment. ABCD, Rochester Rehabilitation Center, and Moore Community House staff were asked to share any promising practices, challenges and solutions, and general approaches to SWFI outreach and recruitment. The following are highlights from their presentations.

Action for Boston Community Development, Inc.

- Outreach and recruitment efforts occur at the grassroots level. Staff go where their participants are located—Department of Transitional Assistance, WIC offices, homeless shelters, libraries, and child care centers.
- ABCD has created a map of locations where they will generally find potential participants and works strategically with staff to canvas the area.
- Need to stay in contact with partners on a consistent basis. Many partners have experienced staff turnover and ABCD has found it important to ensure that lines of communication are open and partners are aware of SWFI.
- Created a basic screening sheet so that potential participants know about the program and eligibility criteria immediately.
- Child care centers are important recruitment partners and have provided a “ton” of referrals.
- Need to focus on participants who want training, rather than those who have a need for child care and want to fill that need.

Rochester Rehabilitation Center

- Casts a wide net to recruit participants, including Head Start Programs, American Job Centers, housing complexes, transitional housing programs, community fairs, recreation centers, faith-based organizations, local markets, job fairs, and employers.
- For incumbent workers, RRC has met with health companies’ HR departments to talk about internal career pathways and training SWFI can provide.
- Educational institutions have been a great partner as SWFI can fill some needs that they are not able to address (e.g., gas and other supportive services).
- Created “plain language” outreach materials for advanced manufacturing as many participants do not understand what advanced manufacturing includes.
- Child care navigator is involved with outreach to identify and address needs early.

Moore Community House

- Developed a long-running Women in Construction program that provides training in nontraditional occupations for women.
- Developed a marketing campaign that shows images of women in nontraditional occupations.
- Primarily recruits from child care centers, American Job Centers (has staff co-located), and domestic violence shelters.
- Word of mouth and engaging program graduates has been very important in recruitment.
- Holds weekly information sessions about the program with child care provided.



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- Moore Community House's child care navigator visited over 200 licensed child care centers to introduce SWFI and be able to discuss the type of care participants' children would receive at those centers.

Question and Answer Period

Grantees participated in a peer exchange question and answer period at the end of the call. Grantees asked questions about providing child care during information sessions and how that worked for other grantees. One grantee asked about career pathways for CNAs and IT. Another grantee shared that working with local school districts to get the word out to parents was useful.