H-1B Ready to Work: Coaches Corner on Employer Engagement

May 17, 2017

The H-1B Ready to Work (RTW) All Group Coaching presentation: "Sharing Your Program Success" was an opportunity for grantees to learn how to write effective program success stories. TA Coach Erika Humphrey explained the importance of developing and sharing grantee success stories. These stories inform others about the various impacts of RTW programs and they can also potentially attract new collaborative partners. Click here to review to the entire presentation.

TIPS FOR MAKING YOUR PROGRAM SUCCESS STORY EFFECTIVE

There are many widely accessible vehicles grantees can utilize to share program success stories. Some of these can include print, electronic distribution via email and social media (i.e., Facebook, Instagram, Twitter and LinkedIn.) As you conduct program activities, it is important to take time to document the accomplishments your program attains along the way of the grant cycle.

1. **Create a title for your program story that captures the attention of the reader.**
   - Focus on the targeted audience and develop a title that is eye-catching.
   - Include buzz words or phrases for people to read beyond the headlines.
2. **Define the issue or problem your project addresses in a compelling way. (This is your hook)**
   - Keep messages simple and concise.
3. **Effectively describe the project.**
   - Stick to the facts.
   - Highlight the benefits of your program.
   - Include direct quotes from program partners that describe how your program is addressing the needs of the community.
   - Avoid jargon. Readers often skip over terms they don't understand.
4. **State your collaborations and include the names of partners.**
   - Include your partners and other contributing organizations to inform your. audience on who else is involved.
5. **Use your intermediate outcomes that demonstrate how your program addresses the problem.**
   - Include your performance outcomes.
6. **Share the impacts your program has on the community.**
   - Use current data to frame the impacts.