

## H-1B Ready to Work All Group Coaching: “Sharing your Programs Story”

When your employment and training programs succeed at moving your participants from training to employment you have a great “Program Story” to share. A “Program Story” focuses on the accomplishments of your program; highlights your project’s impact on your participants, employers and community as well as your performance (data) outcomes. In addition, program stories serve as a communication and marketing tools that can be used to recruit participants, engage employers and win the support of prospective funders.

**A good “Program Story” incorporates the following:**

- A headline
- A hook
- A description of the grant program
- Main partners/collaborators
- The specific goals of the program and current results against goals.
- The impact on the community

**Headline-** Title is designed to capture the attention of employers

**See below an example of a good “Program Story”**

### **Brookdale Return to Work Puts People Back to Work and Helps Businesses Grow**

**Hook-** The first sentence highlights the problem in a compelling way

In 2014, the region of Brookdale faced a multifaceted labor-force issue: a rapidly expanding need for Advanced Manufacturing professionals contrasted with the severely limited capacity for training those professionals.

**Grant Program and Main Partners/Collaborators-** Describes the program/activity that was implemented- The project’s partners and the purpose of the project are clearly presented.

**Goals of the Program and Current Results-** They use current data to frame the impact

The Brookdale Return to Work program partnered with Brookdale Community College and local Advanced Manufacture providers to establish the Brookdale Partnership for Advanced Manufactures, specifically designed to broaden training availability, increase apprenticeships, On-the-job training and establish a region wide Advanced Manufacturing program. By closely working with the community college and the local employers we designed a win-win model that meets the needs of job seekers and businesses.

To date, we have enrolled 650 participants into training, exceeding our original goal of 500. As a result, 400 of these participants have earned a credential and 375 have been placed in Advanced Manufacturing jobs. Through our employer partnership with IDEA-LA our veterans have received the skills they need to get back to work. Of the 375 participants that have been placed in high skilled jobs; IDEA-LA has employed 100 of those individuals and 75 were veterans. Additionally, we have exceeded the original average wage at placement with the current wage being \$26.50, more than five dollars over the original goal.

**Impact on the Community-** They shared how their program is impacting the community

Tina Clarke, the executive director of Brookdale AMP, said the project is also designed to address any barriers that might prevent the long-term unemployed or unemployed from successfully navigating their chosen career path. We're committed to ensuring that our project's graduates have the hard skills and soft skills needed for long-term employment. Our community partners provide mentors to our participants and our participants have created a pay it forward model and become mentors to our new enrollees.

To find more about how Brookdale AMP is impacting their community call Tina Clarke at 222-222-2222 or visit the project on the web at [www.BrookdaleAMP.org](http://www.BrookdaleAMP.org).

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Contact Information-  
They provided contact information which makes it easier for the reader to reach the right person as quickly as possible