

# Sharing Your Program Success Story

May 18, 2017  
1:00-2:00pm EST.

Facilitators: Angel Harlins , Project Lead  
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- Welcome
- Define “Program Success Story” and the Importance of Developing One
- Highlight the Components of a Good “Program Success Story”
- Identify Key Audiences with Whom to Share Your Program Success Story
- Contest: Sharing Your Program Success Story

## Program Success Story

A Program Success Story is defined as a narrative highlighting the achievements, progress and impact of a program/activity.



## Program Story vs. Participant Story

**Program Story:** Looks at the overall impact of your program

**Participant Story:** Looks at the individual impact on your participant

## Which Statement is More Memorable?

- Grantee D works closely with employer recruiting teams to identify open positions.
- Grantee A's MEP program trained 280 participants. Of the 280 trained 240 individuals earned a credential and 180 were placed into employment
- Grantee Z's on-the-Job Training program provides in-demand training for healthcare career pathway occupations across 26 counties in central Wisconsin.



When your employment and training programs succeed at moving your participants from training to employment you have a great “Program Success Story” to share.

A “Program Success Story” focuses on the accomplishments of your program; highlighting your project’s impact on your participants, employers and community as well as your performance (data) outcomes.

## “Program Success Stories” Are Important Because They:

- Educate decision makers about the impact of your program.
- Attract new partners for collaboration.
- Share “best practices” with other similarly-funded programs.
- Gain visibility and credibility
- All of the above



## Steps in Developing Your Program Success Story

- Even as you conduct your program's activities, it is important that you take the time to capture the accomplishments your program attains along the way.
- Sharing your achievements as the program progresses will put you in an advantageous position when policymakers or other stakeholders make decisions that affect your program.
- The more educated stakeholders are about your program's goals, activities, and successes, the more likely they are to support your program.



**An Excellent  
“Program Story”  
Incorporates the  
Following:**

- A headline
- 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

**View Program  
Story Example**

- **A headline**
  - ✓ Captures the overall message of the story, include an action verb and capture the reader's attention.
- **The hook**
  - ✓ Introductory sentence that highlights the program in a compelling way and captures the reader's interest
- **A description of the grant program**
  - ✓ Describes the program/activity that was implemented, including where and when it took place and how it addresses the problem.
- **Main partners/collaborators**
  - ✓ Identify who is involved, including all of your partners.

- **The specific goals of the program and current results against goals.**
  - ✓ Use current data to frame the Impact
- **The impact on the community**
  - ✓ Share how your program is impacting the community. Example; our program has put 125 long-term unemployed back to work

## Let's Look at Two Additional Smaller Program Stories

# H-1B READY to WORK

Getting the  
Ready-to-Work  
Back to Work

The Drake Employment Council has seen great success in conducting hiring events at their employer partners' location, They work closely with employer recruiting teams to identify open positions and the core skills needed for their positions. To date, Drake Employment Council's partnership with employers supporting hiring events has led to 126 participants finding jobs, exceeding their original placement goal of 115.



## Putting Veteran and the Long-term Unemployed Back to Work

Racine grantee, along Racine Community College and the Economic Development Commission are helping to train the long-term unemployed and Veteran workers for jobs in electro-mechanical, industrial and design engineering. Racine's training model was delivered through On-the-Job training with 280 participants completing educational/training. To date, 212 of these workers have found jobs, exceeding the projects original placement goals.



## Key Audiences With Whom to Share Your Program Success Story

- Before you write your Program Success Story, consider your primary audience(s).
- What is important to them? What do they care about? What type of outcomes will be meaningful to them? How will they use your Program Success Story?



## Contest

Sharing Your Program Success Story  
on Partnerships



Call For Entries

## Contest Rules

The contest will begin on May 22<sup>nd</sup> and submissions must be received by the close of business on June 15th. Your submission should include:

- A headline
- A description of the grant program (who, what, when, where, and how)
- Main partners/collaborators
- The specific goals of the program and current results against goals.
- The impact on the community
- A media waiver so that The Department of Labor can re-publish your story

### How to Submit

Send your best story and media waiver to [RTW@dol.gov](mailto:RTW@dol.gov) by the close of business on June 15th

We look forward to reading your story!!!!

# Q&A and Best Practice Grantee Sharing



## LINKEDIN PLATFORM

Have you joined our LinkedIn page yet?

- <https://www.linkedin.com/groups/H-1B-Ready-Work-RTW-7018078/about>

## WORKFORCEGPS READY TO WORK COMMUNITY OF PRACTICE (COP)

- <https://h1breadytowork.workforcegps.org/>

## UPCOMING TECHNICAL ASSISTANCE

- May E- News Letter – May 25<sup>th</sup>
- Success Story Competition
- All Group Coaching: Performance and Outcomes Roundtable – June 13th at 1pm

## Post WebEx Feedback Tool

**Thank you for participating in the H-1B RTW  
Sharing Your Program Success Story WebEx!**

- Following this WebEx a brief feedback tool will be pop up. Please take a minute to complete this brief feedback tool regarding the WebEx today May 18, 2017.
- The input you provide will help us better the delivery of future webinars and create technical assistance meaningful for your work.

## DOL Contacts

**TECHNICAL ASSISTANCE REQUEST:  
CONTACT YOUR TA COACH!**

**Your Federal Project Officer, DOL National  
Office and Technical Assistance Providers**

**Ready to Work Grantee Mailbox**

**[RTW@dol.gov](mailto:RTW@dol.gov)**

