

## PEER-TO-PEER CALLS

### Participant Tracking and Placement Strategies

In February 2020, America's Promise held the second set of industry roundtable calls focused on peer-to-peer sharing. Grantees shared promising practices, and strategies to address challenges and opportunities in tracking participant placements after program completion. These conversations included discussion of relationships with employer partners to capture placement data and employment status and the use of incentives.

#### WISDOM FROM THE CROWD

*General lessons learned and promising practices shared by grantees during the peer-to-peer calls.*

**Have multiple methods available for contacting participants (email, texting, phone call, etc...) and ask them what methods work best for them.**

You can include this as a question on the intake or registration form and try to honor their preferences as much as possible. This information could be included in their case notes.

**Start contact immediately after the participant enrolls in the program.**

Some grantees have found success with participant tracking by consistently reaching out to participants. Students will be accustomed to the contact and are often more likely to respond because you've built a relationship and it's not just a one-time follow-up.

**Offer follow-up appointments for tracking participant placements during hours that are convenient for the participant.**

Participants that have found employment after completing training may not be able to leave work for a follow-up appointment. Consider creating evening and weekend appointments to accommodate their schedules.

**Get permission from participants to follow-up with future employers.**

A release form for future employment information can be included with the other registration papers. This will give you the ability to follow up with future employers for wage-data. Another option is a service from Equifax called [The Work Number](#) that verifies employment, but not wage data.

#### INNOVATIVE STRATEGIES FOR SUCCESS

*Strategies and promising practices shared amongst grantees that were not specific to an industry.*

- ★ Multiple grantees are using text system to contact participants. Grantees have found that participants are more likely to respond to a text as opposed to a phone call or email.
  - There are several texting systems available including, [Mongoose Candence](#) and [EZ Texting](#). Please be aware that there may be costs associated with implementing texting platforms and DOL does not endorse any specific platform.

- ★ If your program offers incentives for tracking participant placements, consider partnering with a local business to use vouchers as the incentive.
  - *New River/Mount Rogers Workforce Investment Consortium Board* specifies participant needs for uniforms or safety equipment at the beginning of the program and provides a voucher to purchase those items from a local store for participants who obtain employment. Upon receiving verification of employment the voucher is provided to the participant to obtain work-related gear needed to get started in their careers. The store then invoices the grant program for the items that were purchased. This method helps the grantee track the funding being spent on incentives and helps the participant understand the difference between needs and wants. It also builds community partnerships and boosts to the local economy.
  
- ★ Support for participants that finish the training but do not pass the certification exam on the first attempt:
  - *Alamo Colleges* had added more training hours to help prepare students and avoid failed exams.
  - *Delaware Technical Community College* invites students that do not pass the certification to be mentored by previous graduates to gain the experience needed to pass the exam. This also helps build the relationship with the student for better follow-up on placements.
  
- ★ *Tecumseh, Region 4 Workforce Board* hosts job fairs while participants are still in training to build the relationship with the employer. This helps with follow-up as the employer is usually willing to share placement information or the placement happens during the career fair.



## ADDITIONAL RESOURCES

### **Job Placement Checklist**

This Job Placement Checklist helps you to see what you can do to improve your job placement efforts in the later stages of your grant; prioritizing your placement needs without taking away from your other duties; expanding your job placement team and creating internal performance measures.

<https://h1bskillstraining.workforcegps.org/resources/2016/02/26/11/44/job-placement>

### **America's Promise Tips for Tracking Job Placement**

This toolkit helps America's Promise Grantees learn about strategies for tracking the participants' employment status as part of the grant requirements. In addition to the online resources provided below, check out how two grantees are tracking this information.

<https://h1bap.workforcegps.org/resources/2019/10/15/18/50/Tips-for-Tracking-Job-Placement>

### **2019 H-1B Grantee Conference: You're Hired! Getting Participants to the Finish Line**

This panel discussion focused on job placement and tracking, and participant retention. Panelists discussed challenges they have faced in these areas, shared how they addressed these challenges, and offered advice to other grantees with similar concerns.

<https://h1bap.workforcegps.org/resources/2019/11/19/21/54/H-1B-Grantee-Conference-Youre-Hired>