Communications and Program Promotion

These templates demonstrate how some grantees are promoting the America's Promise program to potential participants, community partners, and other stakeholders. Use these as a template that you can customize or inspiration to create your own resource for your potential partners.

Most documents include contact information so you can reach out with questions or discuss how they have used the document and any lessons-learned.

Grantee examples in this section:

★ **Central Iowa HealthWorks: Growing Central Iowa’s Health Care Workforce (pg 2)**
  - This infographic illustrates important information HealthWorks wants to communicate about its the mission – who they serve (demographics and clients), outcomes, and testimonials.

★ **Central Iowa HealthWorks: Why HealthWorks Works (pg 4)**
  - This infographic illustrates the HealthWorks program’s services.

★ **Chicago Federation of Labor: Advanced Manufacturing Training Flyer (pg 5)**
  - This two-page brochure describes the advanced manufacturing training options for participants. Information includes a description of the training program, eligibility requirements, how to apply, and contact information.

★ **Calumet Area Industrial Commission: Stakeholder Communications and Success Stories (pg 6)**
  - This article spotlights the America’s Promise program and the participants it serves to inform partners and those in the community. Specifically, it includes photos and testimonials.
Central Iowa HealthWorks is funded through a $2.2 million Department of Labor grant that runs through December 2020. In partnership with training providers, employers and community organizations, HealthWorks, a program of Central Iowa Works, provides support to those with barriers to employment, including funding for tuition, books, supplies and testing, as well as extensive case management and employment services. In 2019, HealthWorks served 250 clients as they worked towards becoming Certified Nursing Assistants, Registered Nurses, and other health care professionals. Contact: Amy Meyer, amy@centraliowaworks.org, 515.645.6216

### HEALTHWORKS DEMAND

- According to the Labor Market Information Division of Iowa Workforce Development, Iowa will need 5,000 MORE nurses by 2026, growing from 33,230 to a projected 37,995 positions in 2026.
- Health care has the fastest growing job demand, with personal care and home health aides expected to grow 36% by 2028. (Bureau of Labor Statistics)
- 9.5% of Iowa’s direct care workers plan to retire in the next 5 years. (Direct Care Workers of Iowa Wage & Benefit Survey, 2019)

### HEALTHWORKS CLIENTS

<table>
<thead>
<tr>
<th>Race</th>
<th>Clients</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black/African American</td>
<td>219</td>
<td>49%</td>
</tr>
<tr>
<td>White</td>
<td>135</td>
<td>30%</td>
</tr>
<tr>
<td>Asian</td>
<td>39</td>
<td>9%</td>
</tr>
<tr>
<td>Latino/a</td>
<td>28</td>
<td>6%</td>
</tr>
<tr>
<td>More than one race</td>
<td>17</td>
<td>4%</td>
</tr>
<tr>
<td>Native American</td>
<td>8</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Clients</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under/unemployed</td>
<td>397</td>
<td>89%</td>
</tr>
<tr>
<td>Refugee/Immigrant</td>
<td>167</td>
<td>37%</td>
</tr>
<tr>
<td>Person with disability</td>
<td>24</td>
<td>5%</td>
</tr>
<tr>
<td>Under 100% Poverty Level</td>
<td>258</td>
<td>58%</td>
</tr>
<tr>
<td>Under 250% Poverty Level</td>
<td>414</td>
<td>93%</td>
</tr>
<tr>
<td>Criminal Background</td>
<td>55</td>
<td>12%</td>
</tr>
<tr>
<td>Single Parent</td>
<td>137</td>
<td>31%</td>
</tr>
</tbody>
</table>

### HEALTHWORKS OUTCOMES

- Total Served through 2019 – 447
- Program Completion Rate – 88%
- Entered Training-Related Employment – 58%
- Registered Nurse Hire Rate – 88%
- Registered Nurse Starting Salary - $25.00/hour
- Certified Nursing Asst Starting Salary - $15.00/hour

Successful Graduates:
- 245 Certified Nursing Assistants
- 29 Direct Care Professionals
- 44 Registered Nurses (25 Associate & 19 Bachelor’s degrees)
- 14 Sterile Processors
- 6 Licensed Practical Nurses
- 5 Surgical Technicians
- 1 Medical Lab Technician
Tara had attended school while living in a refugee camp in Nepal for 18 years but didn’t have a diploma. She arrived in the U.S. at age 21 and was referred to Central Iowa HealthWorks from another United Way program that was helping her get her high school equivalency. Through HealthWorks, she obtained her CNA and began working as a Certified Nursing Assistant at a local retirement home. But Tara didn’t stop there! Tara started nursing school at DMACC this fall and is on track to graduate in May 2021.

Five days after his 18th birthday, Saleem was sentenced for a petty armed robbery and spent the next 18 years in jail. When he got out, he wasn’t sure how many options he had. But Broadlawns’ TEACH program gave him the second chance he needed.

After completing the apprenticeship program, which targets those in the low-socioeconomic neighborhood surrounding Des Moines’ county hospital, Saleem was hired on as a full-time CNA in the Behavioral Health department and loves spending his days taking care of patients in need.

Alice always wanted to be a nurse. Raised in Kenya, Alice came to Des Moines in 2014 at the age of 16, where she graduated high school. But language was still a barrier. She successfully completed her Basic CNA class, but failed her CNA Exam three times – the maximum number of times you can take the exam before having to take the class again.

But she didn’t give up. She continued to work at her English while working as a hostess at a local hospital. HealthWorks staff were impressed by her dedication and supported her as she took Basic CNA again. This time, she passed her test! She is also starting pre-reqs to start nursing school.

Yolanda was 14 and a student at Hoover High School in Des Moines when she discovered she was undocumented. She thought further education would be impossible, but the passing of DACA gave her a new sense of freedom. Yolanda felt called to the nursing profession, but without official citizenship, she was not able to access federal financial assistance.

“HealthWorks played a huge role in me being able to graduate. Not only did they pay for my schooling and supplies, but they always offered me extra support that was so important to me,” she said.

Rhonnie’s big smile and friendly personality hid the worry she often felt as a student at Mercy College of Health Sciences. The next months and years would involve five moves, a series of bug-infested apartments, a few bouts of living in her car or crashing on classmates’ couches, and the turmoil that would eventually require her to withdraw from school due to lack of funds.

Rhonnie felt like she had to give up on her dream of ever becoming a nurse, but HealthWorks was able to support her through her final two semesters of school by covering the cost of tuition and books. After graduation, she found stable housing and passed her boards. She accepted her first job as a Registered Nurse.
WHY HEALTHWORKS WORKS

1. COMMUNITY OUTREACH
HealthWorks collaborates with numerous community partners to help recruiting clients. Working closely with employers, training providers, and community-based organizations, we've been able to enroll a high number of people underrepresented in health care, including people of color, foreign-born individuals, people with disabilities and individuals who are justice-involved.

2. CASE MANAGEMENT
Case managers are the keys to HealthWorks’ success. From goal planning at enrollment to follow-up as the participant starts their new job, the case manager works closely with the participant to help them overcome any obstacle that could prevent them from successful employment in health care. These relationships are critical as participants navigate class schedules, testing, employment applications, and job interviews.

3. TUITION ASSISTANCE
When we ask participants what has kept them from additional training in the past, they often say they simply couldn't afford it. By covering the cost of tuition, books, supplies and testing, we can ensure that all our participants have the best chance of success and can focus on their training program.

4. SUPPORTIVE SERVICES
What happens when life gets in the way of your plans? A car breaking down or day care falling through can mean dropping out of the class you're working so hard to complete. That's where our supportive services step in. Gas cards, bus passes, housing or child care assistance can be the difference between failing a class or earning a brand new credential!

5. JOB DEVELOPMENT
You successfully completed your program but starting a career at a health care provider can feel like an overwhelming process. That's why our case managers work closely with participants as they review job openings, develop resumes, and complete applications. Our relationships with central Iowa employers can help participants with limited work experience get their foot in the door and on the path to financial stability.

6. CONTINUED SUPPORT
Case managers don't turn away participants following program completion. It's not uncommon for employed participants to return to their case manager when they're ready for a new job or to discuss the next step on their career path.
Advanced manufacturing and engineering is constantly evolving so why not keep your workforce up to date with the latest skills to ensure the longevity of your place of business!

The America’s Promise Program will help you identify, sign up, and pay for training programs at no cost to you.

Some of the services you can receive include:

- Funding to pay for a variety short and longer term training and education programs including trade programs, technical programs, associate degrees and in-house training programs with industry recognized credentials
- Assistance identifying a quality program if needed
- Career Counseling and support while candidates are in training as needed

Who is eligible:

- **Anyone** 18 & new hires or those who have started employment within the past year
- Possess a high school diploma/GED, and authorized to work in the U.S.

**To learn more or to apply for the program email info@cflwac.org or call our office at 708-344-3539**

www.cflinitiative.org

This program is funded by the U.S. Department of Labor

---

Chicago Federation of Labor Workforce & Community Initiative

130 E. Randolph St. 9930 Derby Lane
Suite 2600 Suite 203
Chicago, IL 60601 Westchester, IL 60154
Phone: 708.344.3539 Fax: 708.344.3825
CAIC making a difference in the community with America’s Promise Grant

From the America’s Promise Grant with CAIC Bridge Program Instructor Bob Bushwaller (Pictured below)

Our Bridge Programs, under America’s Promise Grant (APG), produce positive outcomes in the life of every participant. We teach them a fundamental, realistic understanding of the nature of the industrial workplace. The students receive experiences that show them the power of teamwork, commitment, and honesty. Positive work ethics become engrained. We balance all of this with rigorous training in safety, process methods in manufacturing, and the virtues of quality control. We uniquely expose them to lean manufacturing which is the future of manufacturing. Our program ends with careful work in resume building and job interviewing.

We do all these things using time-tested content but in creative ways that engage the students and lock-in the learning. Fundamentally, we teach success…multi-faceted success. For example, in mathematics, we use the mentor/tutorial model. Recent results demonstrate the power of this model. Using TABE tests our class showed an average entering skill level of Grade 7 and an average graduating competency, just 3 or 4 weeks later, of Grade 12. Amazing. We have found that it is immaterial whether this accomplishment is because of new learning or because we awaken dormant skills – they now hold a math competency they can be proud of.

Another area of our program shows major advances in a very personal characteristic – “confidence”. It is a simple word with life-changing meaning. We find our typical student has a self-assessed confidence of 3.5 out of 10 at the beginning of the program and 9 by the end of the program. This is not boisterous confidence or arrogance. This is a measure of their belief in their own abilities. We have devised an exercise that divides the class into groups of 3 or 4 students. Their objective is for each team to develop the outline for a Confidence-Building Workshop. The exercise is a self-fulfilling prophecy.

Everything we do in the program yields success. Imagine learning new concepts, or solving complex problems through teamwork, or polishing math skills, or successfully driving a lift truck. We teach success and now their lives are different in the most profound, positive ways. Practical confidence builds effective lives.

Bridge Program Graduation Photos, Cohort 2&3: 7/10/19

Bride Program Student Direct Quotes

“The program helped expose me to different things. I didn’t really know what I was going to do out of high school. The class help me get purpose.” - Carlos Mendoza, 18, Attended the George Washington High School Session

“I liked that it was hands on. They taught me what to expect in manufacturing. I am trying to get into the Electricians Union 134 “ - Kyle Rodriguez, 19, Attended the George Washington High School Session
Bride Program Student Direct Quotes

“Helped expose me to different things. I didn't really know what I was going to do out of high school. The class help me get purpose.” - Carlos Mendoza, 18, Attended George Washington High School

“I liked that it was hands on. They taught me what to expect in manufacturing. I am trying to get into the Electricians Union 134” - Kyle Rodriguez, 19, Attended George Washington High School

“It shows different paths after school. This was a great opportunity for me. I want to become an Electrician.” - Alexis Hernandez, 17, Attended George Washington High School

“Opened up my eyes to a lot of different things. Now I know where I am going after high school. I am not just clueless. I am going into welding.” - Christian Solis, 18, Attended George Washington High School

Testimony from Jesse Nieto CAIC recruited for the Promise Grant

Jesse is a 39-year-old new father residing in Chicago’s 10th Ward.

He enrolled in Welding classes at Prairie State Community College under the Promise Grant.

While in the program CAIC got a call from CAIC member company Naylor Pipe looking for a Welder to train on their equipment. Jesse interviewed and got hired at this union company which starting wage is at $23.80 per hour plus full benefits.

Jesse continues his program at Prairie State and may become an Industrial Electrician in the end.

A quote from Jesse

“Believing in something, knowing that if you really try stuff will start to happen to you if you put the effort into it. Educating yourself even as an adult. I always thought I would work at a minimum wage job, at an entry level. It is a breath of fresh air to realize that there is work available based on skills & experience. Ready to prove himself. I knew that there was something else for my family and me, that we weren't going to struggle forever. With me starting school, that was a big step. My boss has high expectations for me.”
Bridge Program Picture Highlights

Bridge Program Plant Tour: Donson Machine on 6/6/19

Bridge Program Plant Tour: Gelita on 6/12/19

Bridge Program Plant Tour: ArcelorMittal on 6/27/19

Bridge Program Graduation Photo, Cohort 1: 6/28/19
Bridge Program & Argo High School Graduate, Brandon Hernandez Accepted an Employment Offer From Donson
6/28/2019

Bridge Program Graduation Photos, Cohort 2&3: 7/10/19