An Innovative Approach: Bridging Job Seeker to Employment

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The STATS

Overall Unemployment % in Nebraska
Overall Unemployment % in Omaha

ZipCodes: 68110, 68111, and 68131
Approx: 45K eligible to work

Hmm…
COMMUNITY IMPACT

- ACT WRC
- City of Omaha; Mayor & Councilman
- American Job Center - CareerOnestop
- Omaha Workforce Board
- Greater Omaha Chamber
- Douglas County Commissioner
- Community Agencies
- Metropolitan Community College
- Omaha Public School District
- Ralston Public School District
CREATE: Career Placement Program

- Modeled after a TAAACCT grant
- 5-day short term training
- Flipped Model of Hiring
- Portable Stackable Credentials
- Employer Buy-in
- High School Buy-in
- Career Skills Coaching
CREATE: Career Placement Program

1. Identify Industry and Employer Partner
2. Coordinate w/ Human Service Programs
3. Begin 1-Week Program
4. Customized Work Readiness (Resume, Cover, Mock Interview, Work Ethics Training, Customer Service Training, PC Skills Training)
5. Week After
6. Follow-Up And Wrap-Around Services begin

1 Month Before
2 Weeks Before
NCRC assessment & WorkKeys Education Training
On-Site Hiring Event!
Tour and Interviews at business
Up to 6 Months
COACHING: Best Practices

- Appreciative/Intrusive Advising
- Not CASE MANAGERS
- Focus on employment wants and needs
- Developing clear pathways to goals
- Direct referrals to Career Readiness Navigator at American Job Center for additional services
BUSINESS Engagement

- Deploy the #SCAL Team
- ROI
- Menu: Level of Engagement
- Business was part of the Team - Stakeholder
Levels of Employer Engagement

Tier 1: Fully Vested

- Member of HWRC***
- CPP Employer
- Job Skill Alignment Completed
- CENTS Tour Supporter

Tier 2: Member of HWRC - ONLY

What is their value add?
- Still hiring?
- Industry Experience?
- Sponsorships?
- CENTS Tours?
- Event Hosting/Sub Committee – WF?
- Referral Source?

Tier 3: “Need POC”
FUNDING

- Career Readiness to Eliminate Disparities Grant
- Private Funders
- Douglas County Commissioner
- Community College GAP Assistance Program
- WIOA
- Business Funding -- The *MOST* sustainable model
- Community Agencies w/ Aligned Goals
SUCCESS: Impact Stats

# Job Profiles: 21 (Various WK Skills)

# of Career Placement Programs: 41+

# of Job Placements: 314

Average Wage: $16.35

% Retention at 6 months:

2017 – 84%  
2018 – 82%  
2019 – 90%
SUCCESS: Highlighted Articles

Washington Post Article


https://www.omahachamber.org/heartland-work-ready-community-initiative/


https://trainingindustry.com/articles/workforce-development/answering-the-need-for-multigenerational-training/