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**Adult Career Pathways**

**Building Strong Enrollments**

Worksheet

*This worksheet allows you to do your own reflection and planning. We recommend that you complete this with your staff and other ACP program partners. Use the accompanying GUIDELINES & EXAMPLES side-by-side with this document to complete the assignment.*

Name:

Career pathway:

Employment goal of the pathway:

Steps on the pathway (as currently defined):

Assumptions

What is one statement in the “Assumptions” section of the *Guidelines & Examples* document that you think is especially important for your own ACP program development work? Why?

Source

OPTIONAL: Scan the entire *Career Pathways Toolkit, Element Three, Design Education & Training Programs* (available <https://careerpathways.workforcegps.org/resources/2016/10/20/10/11/Enhanced_Career_Pathways_Toolkit> - left sidebar). What is one useful tool or approach you found? How will/might you use it in your ACP work?

**Step 1 – Set enrollment goals**

* How many participants do you want to *complete* the pathway and enter gainful employment in the career field?
* How many participants will you need at each step of the pathway to meet those completion goals, using *realistic* attrition rates during and after each step.
* Outline the projected sources of your enrollments.

If you are not yet at a phase in your ACP program development to set enrollment goals, note here what from the *Guidelines and Examples* – Step 1 is most helpful that you *will* use once you are working toward full enrollments in your ACP program.

Look at the *Enrollment Spreadsheets.* Are these useful and usable for you? Why or why not?

**Step 2 – Identify target populations**

Circle/highlight which target populations in this WIOA list could benefit from participation in your ACP. Then star those you plan to actively identify and recruit for your ACP, which will help you focus and tailor your promotion/recruitment efforts.

1. Displaced homemakers
2. Low-income individuals
3. Indians, Alaska Natives, and Native Hawaiians, defined in WIOA Section 166
4. Individuals with disabilities (adult and youth)
5. Older individuals
6. Previously incarcerated individuals
7. Homeless individuals
8. Youth who are in or have aged out of foster care
9. Individuals who are English language learners, individuals who have low levels of literacy, and individuals facing substantial cultural barriers
10. Eligible migrant and seasonal farmworkers
11. Individuals within two years of exhausting lifetime eligibility under Part A of Title IV of the Social Security Act
12. Single parents (including single pregnant women)
13. Long-term unemployed individuals
14. Such other groups as the Governor involved determines to have barriers to employment

Further define specific target populations based on the career sector of your ACP and other factors. See example in *Guidelines & Examples*.

Now choose one of the target populations you’ve listed above to focus on for the rest of this assignment. Complete Steps 3-7 for this specific population. Whenever a question refers to your *target population*, focus on this specific sub-group.

I WILL FOCUS ON THIS SPECIFIC TARGET POPULATION

for this assignment: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Step 3 – Design program to meet needs of target population**

Consider the following aspects of program design and make notes in right column about considerations in your own ACP program, esp. for your target population. OPTIONAL: Add additional guidelines in the left column that you think are important, and in the right column apply it to your own ACP program.

|  |  |
| --- | --- |
| **Guideline** | **To consider for our ACP program** |
| Location |  |
| Near to target population or accessible by public transportation |  |
| In a place where target population feels welcome |  |
|  |  |
|  |  |
| Schedule |  |
| Scheduled at days/times to avoid conflicts with work; i.e., an “earn and learn” model that allows work and study simultaneously |  |
| Number of hours per week are viable |  |
| Create “hybrid” class that allows some work to be done on their own time and place |  |
|  |  |
|  |  |
| Course content / instruction |  |
| Ensure high quality content and instruction – quality attracts participants |  |
| Take a cultural lens to course materials and instructional methods to ensure a fit with the target populations |  |
| Train instructors on issues of race and ethnicity |  |
| Seek instructors that reflect the target population |  |
|  |  |
|  |  |
| Other |  |
|  |  |
|  |  |

**Step 4 - Determine recruitment sources and strategies**

1. Think about your target population. What organizations work with this population? In the left column, check all those that may be potential sources of ACP participants. Add any types you think are missing. Then in the right column note the specific names of the organizations in your locality. (Example: Next to WorkForce Centers you may write Workforce Development Inc. [WDI].)

|  |  |  |
| --- | --- | --- |
| **√** | **Organization** | **Specific in my locality** |
|  | Adult basic education |  |
|  | WorkForce Centers / Career One Stops |  |
|  | Community colleges |  |
|  | Employers in the career sector |  |
|  | Faith-based organizations |  |
|  | Human service agencies – MFIP, SNAP |  |
|  | Nonprofit / community-based organizations |  |
|  | Organizations serving individuals with a disability |  |
|  | Refugee organizations |  |
|  | Secondary education |  |
|  | Secondary education / dropouts |  |
|  | Unemployment compensation office |  |
|  | Veteran organizations |  |
|  | Youth-serving organizations |  |
|  |  |  |
|  |  |  |

1. Outline 2-3 steps to build a relationship with one or more of the above organizations so they become a partner or at least referral source for the ACP program.
2. If you have an ACP program collaboration group, note here one idea to strengthen your work on projecting, tracking, establishing accountability and meeting goals for ACP enrollments. If not, note one idea from this section that you think is especially important when you get to that stage in the ACP program development work.

**Step 5 – Articulate benefit statements**

What do you think is the biggest challenge in creating effective *promotional* versus *informational* material?

Answer these questions from the perspective of the potential participant:

* *Why* would I want to participate in the ACP program?
* *What* program features would attract me to participate?
* What *barriers* might I have, or assume I have, that I’d like to know up front are addressed?

Now write at least four benefit statements for your target population. Then use these front and center in promotional messaging about the program.

**Step 6 – Choose appropriate marketing tactics**

How will you reach your target population? In the left column, check all those that you will use. Add any types you think are missing. Then in the right column note any specifics for your ACP program. (Example: Next to Resources tables, you might write *local Hmong new year’s celebration*.)

|  |  |  |
| --- | --- | --- |
| **√** | **Tactic** | **Specifics to our ACP and locality** |
|  | Print materials |  |
|  | Brochures |  |
|  | Flyers |  |
|  |  |  |
|  | Digital content |  |
|  | Websites |  |
|  | Blogs |  |
|  | Video testimonials |  |
|  |  |  |
|  | Social media platforms |  |
|  | Facebook |  |
|  | Instagram |  |
|  | Twitter |  |
|  | YouTube |  |
|  |  |  |
|  | Events |  |
|  | Resource tables at community events, places where target population shows up |  |
|  | Informational sessions |  |
|  | ACP students/alumni from the target population representing the program at events |  |
|  |  |  |
|  | Other |  |
|  | Local cable channels |  |
|  | Billboards |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Step 7 – Define and develop student supports for persistence**

1. What barriers to enrollment and persistence are likely for your target population?
   * Childcare
   * Transportation
   * Stable housing
   * Physical health
   * Mental health
   * A disability
   * Lack of funds
   * Other
2. What support services will be provided to address these barriers? (If you are not at a phase of being able to determine this yet, make a note about when and how you expect to figure out this and the following issues.)
3. Who / which organization(s) will provide these services?
4. How will these services be funded?
5. What processes across systems need to be streamlined to be “user-friendly” to ACP participants?
6. What navigation services will be provided to ensure transition through each step of the pathway?
7. What are some creative ways you can help participants connect with one another for mutual support, from intake onward?