

AB1111

Breaking Barriers to Employment Initiative

#BREAKINGBARRIERS

AB1111 Breaking Barriers to Employment eNewsletter: Winter 2020-2021

Over the last quarter, the Breaking Barriers to Employment Initiative projects have continued to persevere in the face of the ongoing COVID-19 Pandemic. Challenges presented by the Pandemic have had major impacts on grantee projects who, initiative-wide, are creatively working with CWDB to adjust and modify their projects to meet emergent community needs. While shifts in program design and service delivery to remote services have created some opportunities for AB1111 participants to access workforce development services, it is apparent still that many programs are struggling to recruit participants for myriad reasons; chief among those being lack of broadband and digital access to all the virtual services developed as well as general public reticence regarding their safety and well-being in returning to work.

To this end, CWA brought on Full Capacity Marketing (FCM) in October 2020 for a three-part training mini-series: *Recruiting Vulnerable Populations in a Virtual World*. This mini-series culminated in December 2020 with the development of the Breaking Barriers to Employment Communication Toolkit. Further information on the toolkit can be found below. Prior FCM materials, along with other technical assistance resources can be found on the [Breaking Barriers to Employment Initiative Resource Portal](#) - password: BreakingBarriers1!

Breaking Barriers to Employment Communication Toolkit

[The Breaking Barriers to Employment Communication Toolkit](#) was developed by Full Capacity Marketing who bring specific and singular expertise in marketing for WIOA Title I & II programs and partnerships. Training toolkit includes: User Guide, Messaging Grid, Image Board geared to AB1111 target populations, and template/editable: Fact Sheet(s), Newsletter(s), Web Copy, News Release, and Breaking Barriers logo pack.

Key Lessons from your Breaking Barriers to Employment Initiative Peers

1. Formal Co-enrollment for some has allowed for more nimble shifts in industry focus, training and access to preparatory services such as GED, ABE, and basic computer skills
2. Business outreach had become more difficult in the Pandemic for some grantees, though some have seen successes in some particular industries including such as facilities maintenance, utilities, and logistics.
3. For some, implementation of social distancing protocols for in-person services (where local health ordinances allow) and the implementation of web- and phone-based

communications have netted gains for projects and other programs compared to previous quarters and some of these elements may be incorporated into operational norm for organizations.

4. Recognizing that jobs are scarce, some grantees have instead chosen to focus on enrollment into post-secondary and higher education to train for career opportunities in the post-pandemic period.

Mark Your Calendar! FREE Training and Networking Opportunities!

March 23, 2021 10:00 AM – 11:00 AM: Peer Learning Community

Our colleagues at PolicyLink will be joining us again for the third of four PLC meetings. PolicyLink will continue to work with our community to deepen our understanding of the PolicyLink Principles for an Equitable Recovery, shared at our fall Community of Practice, and what these principles mean for practitioners. Our third meeting will focus on Principle #3, *Expand Opportunity in Places Facing Extreme Poverty and Inequality*.

April 20, 2021 9:00 AM – 12:30: Results Oriented Management and Accountability (ROMA) training for AB1111 Projects ([Click here to register for ROMA training](#))

ROMA was created in an effort to help community-based organizations expand the efficacy and effectiveness of mission-driven programs and to expand value to the opportunities that public funding creates. ROMA is a framework that aligns five stages of program development: community assessment, planning, implementation, achievement of results, and evaluation. This training program introduces processes and techniques to develop a systematic management approach including the use of outcome scales and the development of a logic model that depicts the various stages of a program tracking and identifies key program metrics at a glance.

April 27, 2021 10:00 AM – 11:00 AM: Peer Learning Community

PolicyLink will join us for their fourth and final PLC meeting to do a deeper dive into the fourth equity principle: *Prioritize Shared Prosperity and Economic Inclusion*

May 25, 2021 10:00 AM – 11:00 AM: Peer Learning Community

Save the date! Further info TBD.

June 22-23, 2021 9:00 AM – 12:30 PM: AB1111 Summer Community of Practice Convening

This event is a required activity under all AB1111 grants. Save the date! Further info TBD.

