

**BayStateWorks
Boston Private Industry Council
Human Services/Direct Care – Award: \$371,968**

Project Focus:

This project will:

- 1) Offer incumbent workers a series of pre-college level academic classes that will help them increase their literacy and numeracy skills and prepare them for promotion to Case Worker or Site Manager positions.
- (2) Provide occupational skills and academic enrichment to individuals interested in employment as entry-level Direct Care Workers. Successful graduates of this training will be guaranteed jobs in a residential human service setting with Vinfen Corporation.

The Partnership:

Vinfen Corporation, Goodwill Industries, Boston Career Link, Boston Private Industry Council, Bunker Hill Community College, WorkSource Partners, and the Boston Housing Authority.

Project Goals:

The goals of the partnership are to:

- a) Enable employer partners to hire from within for Case Worker and Site Manager positions, thus increasing retention within the organization.
- b) Reduce turnover rates by connecting incumbent employees with career coaches and improving their skill and literacy levels.
- c) Develop career ladder opportunities so that entry-level workers will have clearly defined pathways to advancement within their industry.
- d) Enable employer partners to hire a greater percentage of their applicants for entry level jobs through the creation of a customized pre-employment training.

Enrollment Goals:

- 26 incumbent employees
- 40 pre-employment trainees

Project Design:

The service design and partnership composition is based on two core principles: (a) well designed community-based recruiting programs combined with intensive case management can significantly improve an organization's ability to hire and retain entry-level staff; and (b) effective career development programs for incumbent workers combined with academic enrichment will further improve employee retention and an organization's ability to promote from within. New approaches based upon both of these principles will be piloted. Planned services are as follows:

- Pre-Employment training, including contextualized literacy, numeracy and occupational skills instruction;
- Pre-College program for incumbent workers, including contextualized Math and reading and writing instruction; and,
- Career coaching.

Career coaching/case management will be provided to all program participants. A curriculum design team will be organized for each of the two components and will include: line managers, human resource staff, education and training staff, and the PIC's Project Manager. Employer partners intend to offer promotions or wage increases to incumbent worker participants who successfully complete the classes.