

## **Training Resources and Internship Networks (TRAIN) Letter of Intent Job One – HCC & STCC**

Lead applicant Holyoke Community College (HCC) and partner Springfield Technical Community College (STCC) propose a TRAIN program, “Job One,” which will include a focus on job readiness programming prior to skills training and internship placements at numerous local employers in the healthcare and manufacturing sector. In order for the long-term unemployed to be successfully placed and retained in a job, it is imperative that basic educational support in English and math, as well as in job readiness, be initiated at the onset of the program. The long-term unemployed in our region face many obstacles, including access to transportation and childcare, personal and family-based obstacles, and the need for remediation in basic language and workplace math.

### **Background – Regional Capabilities**

Over the past five years *Training and Workforce Options (TWO)*, a joint workforce initiative of HCC and STCC, has developed a skills training model for the unemployed and underemployed, that includes a rigorous application and recruitment process, career advising, business engagement, high quality training, hands-on learning, and job placement. Some of these training programs are listed below:

- Manufacturing Production Technician (180 hours)
- Advanced Call Center and Customer Service (140 hours)
- Hospitality and Culinary (120) hours

In addition, each college has provided numerous skill training programs in health care and manufacturing with a focus on opportunities in entry-level occupations, such as Nursing Assistant.

For over 20 years HCC’s *Jump Start* program has successfully trained the unemployed and those on public assistance in a variety of fields, including but not limited to:

- Nursing Assistant (170 hours and 70 clinical placement hours)
- Pharmacy Technician (140 hours of training followed by long-term internships at prospective employers)

The Jump Start model includes a recruitment approach, which seeks referrals from the Department of Transitional Assistance, a detailed application, numerous interviews, background check and review, writing samples, educational history review, TABE or Work Keys assessment, and a learning contract. Following recruitment, significant staff support focuses on career counseling and identifying skill gaps in relation to on-the-job skills and workplace readiness. The training programs include a minimum of seven weeks of intensive skills training for a specific occupation. In addition, significant workplace readiness skills are developed, including but not limited to: resume preparation, presentation skills, workplace behavior, communication, teamwork, workplace attire, dealing with difficult situations, and more. Jump Start not only helps with the job search process, but also places an emphasis on job matching (i.e. ensuring the job seeker matches the job and vice versa).

Over the past five years, the TWO and Jump Start programs have had a job placement rate of over 80%. In addition, many of the participants have sought to move along a career pathway by seeking additional educational and training opportunities in both manufacturing and healthcare.

**Partners**

It is anticipated that that the Regional Employment Board of Hampden County and the Franklin Hampshire Regional Employment Board will be partners in this initiative. The one-stop career centers will be included in the recruitment efforts and will assist this effort through the use of Career Ready 101 assessment and training.

TWO has developed a business engagement approach, which includes industry sector roundtables that define the needed skills for specific occupations and significant participation by the individual partner businesses. Program design, curriculum review, guest presentations, business tours, mock interviews, clinical and internship opportunities, job placement activities and program feedback are just some of the business engagement practices that are currently employed. Numerous employers have worked with both colleges on the programs noted above. The following table gives a sample list of engaged employers:

<b>Manufacturing</b>	<b>Financial Services &amp; Customer Service</b>	<b>Healthcare</b>	<b>Hospitality &amp; Culinary</b>	<b>IT</b>
<b>Smith and Wesson</b>	MassMutual	Baystate Health Systems	Log Cabin/Delaney House	FIT Solutions
<b>Westside Finishing</b>	Hampden Bank	Loomis Communities	Aramark	Kelly Management Group
<b>Sealed Air</b>	Liberty Mutual	Holyoke Medical Center	MGM Springfield	MassMutual Financial Group
<b>Hazen Paper</b>	PeoplesBank	Cooley Dickinson Medical Center	Friendly’s Ice Cream	Paragus
<b>U.S. Tsubaki</b>	United Personnel	Wingate	Marriott – Springfield	Yankee Candle

HCC and STCC have established long-term relationships with the Massachusetts Department of Transitional Assistance (DTA), which can assist in the identification and recruitment of the long term unemployed. Chambers of Commerce and industry sector groups will also be sought out as partners for this project.

## **Job One – TRAIN Proposal**

The proposed Job One project will focus on two industry areas in western Massachusetts – manufacturing and health care. Through the TWO initiative, both colleges will provide opportunities for simulated educational training at the Smith and Wesson Manufacturing Training Center at STCC and the new HCC Center for Health Education. Both state-of-the-art facilities will provide hands on training opportunities prior to placement into internships at specific businesses. This progression will give students the opportunity to experiment and thoroughly integrate skills into their portfolio. More time on each skill – simulation and hands-on - will help turn repetition and practice into retained skills.

**Budget:** HCC and STCC will apply for \$250,000 to run two cohorts of 12 participants (CNA and or Pharmacy Technician) in healthcare and two cohorts of 12 participants in manufacturing production technician. This will result in the engagement of a total of 48 long-term unemployed residents.

In the Job One initiative, the colleges will engage with the current employer members of the TWO manufacturing and healthcare roundtables, as well as adding new business partners. Agreements with all employer partners will be included in a final proposal.

### ***Job One Program Measures of Success:***

Based on the proposed level of funding, we will track the following participant outcomes:

- #/% candidates participating in informational sessions
- #/% candidates completing skill assessment
- #/% candidates enrolling in the Job One program
- #/% credentials awarded
- #/% students placed in internships
- #/% active industry partners
- #/% students completing internship
- #/% graduates employed within 60 days
- #/% graduates who persist in employment for 30-60 days

Final outcome measures will closely mirror those from the successful programs implemented by TWO, HCC and STCC (e.g., 80% or better job placement rate).

### ***Job One Proposed Programming:***

- A. **Workforce Readiness and Skills Training** - The draft 34 hour model, seen in the chart at the end of this section, is one potential model for the Workforce Readiness component.
- B. **Internships and Placement** - Building a culture of successful employment is a key component to building persistence in the workforce for the targeted population. Employer-based internships coupled with case management will be provided as a bridge to permanent placement. The length of internships will vary depending on occupational training areas but are projected to be at a minimum of 60 hours and a maximum of 240 hours. The final application will list the partner companies, specific number of hours, provide a sample

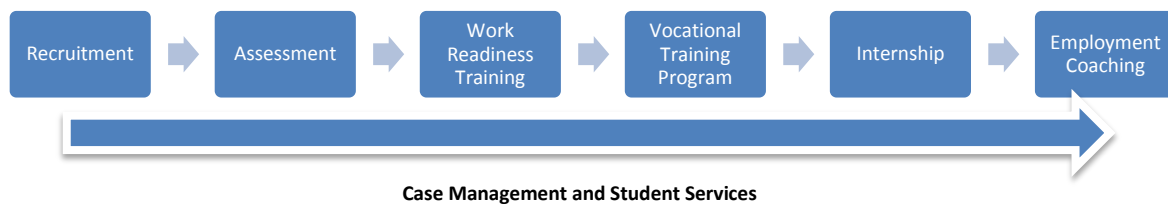
learning contract, identify learning outcomes for internships, and the connection of internship to classroom and student support activities. In specific occupations, internships and or clinical experiences are defined by State regulations.

**C. Comprehensive Industry and Community Engagement**– Significant activities with industry partners will be part of the program including:

- a. Confirming the employer partnering organization
- b. Community agency recruitment
- c. Community Housing recruitment
- d. Coordinating industry guest speakers
- e. Coordinating industry participation in speed networking sessions
- f. Coordinating industry internships
- g. Affiliating student employment placement
- h. On the job coaching (30, 60 days)

**D. Comprehensive Student Support** – Significant student support will be part of the program from recruitment to placement (30, 60 and 90 days). Significant one-on-one case management and group activities for student support will be part of the program. Job One will leverage the Thrive Centers located on each campus, whose mission is to provide financial education services that assist students and community residents, improve student persistence rates, improve credit scores, reduce debt, build income, and build and save assets. Job One students will be provided additional support such as;

- a. Tutoring
- b. Career services
- c. Housing
- d. Food resources
- e. SNAP benefit support
- f. Financial/banking support
- g. Credit and financial literacy services



**Workforce Readiness and Skills Training – Proposed Job One Model**

<b>Phase</b>	<b>Course Module</b>	<b>Outcome</b>	<b>Facility</b>	<b>Delivery</b>	<b>Total Hrs. Per Training</b>
<b>Recruitment</b>	Essential Skill Assessment	<ul style="list-style-type: none"> <li>• Assessment of current reading, math, locating information, and computer literacy skills</li> <li>• Personality assessment scores</li> <li>• Coaching sessions</li> </ul>	Computer Lab	Two 3 Hr. Sessions	6
<b>Training</b>	Career Pathway Map	<ul style="list-style-type: none"> <li>• Identify cluster, occupation, skill and ability requirements</li> <li>• Craft an individual career pathway and life support map</li> </ul>	Computer Lab	Two 3 Hr. Sessions	6
	Workplace Expectations	<ul style="list-style-type: none"> <li>• Professional behavior</li> <li>• Interpersonal interactions</li> <li>• Communication with supervisors</li> <li>• Team work</li> </ul>	Classroom	Three 3 Hr. Sessions	9
	Employability Preparation	<ul style="list-style-type: none"> <li>• Identify potential employer prospects</li> <li>• Resume, cover letter, interview skills</li> <li>• Dress for success</li> </ul>	Computer Lab (6 hrs.) and Classroom (3 hrs.)	Three 3 Hr. Sessions	9
	Employability Certification	<ul style="list-style-type: none"> <li>• National Career Readiness Plus Certificate: Reading, Math, Locating Information</li> </ul>	Certified Testing Center (STCC/HCC)	Individual Schedule	4

## **Web Links**

### *Training and Workforce Options (TWO)*

- <http://www.hcc.edu/business-and-community/training-and-workforce-options>
- <http://www.stcc.edu/wd/two/>

### *Culinary Training*

- <http://www.hcc.edu/freetraining>

### *Jump Start Program - HCC*

- <http://www.hcc.edu/about-hcc/jump-start>
- <http://www.hcc.edu/Documents/Business%20and%20Community/Kittredge/Jump%20Start%202015.pdf>

### *News Articles*

#### *TWO awarded the inaugural Deval Patrick Prize for Community Colleges at the Boston Foundation*

- <http://www.masslive.com/news/index.ssf/2015/02/two.html>
- <http://healthcarenews.com/getting-the-jobs-done-two-program-is-honored-for-closing-workforce-skills-gaps/>

#### *Manufacturing Technician Program*

- <http://businesswest.com/blog/hcc-stcc-offer-manufacturing-production-technician-training-program/>
- <https://www.thereReminder.com/localnews/springfield/hccstccpilotprogram/>
- [http://www.masslive.com/business-news/index.ssf/2014/07/springfield\\_technical\\_and\\_holyoke\\_commun.html](http://www.masslive.com/business-news/index.ssf/2014/07/springfield_technical_and_holyoke_commun.html)