Engaging Targeted Populations for Success

October 22, 2020 (12:30 p.m. EDT)
Panel Participants

- Bridgette Cram: Florida International University (SA)
- Dominique Walsh & Brian Dennis: University of Wisconsin-Whitewater (CSG)
- Bernadette Gosky: Lorain County Community College, on behalf of the Ohio Manufacturing Workforce Partnership (SA)

Moderator: Cori Di Biase, the Manhattan Strategy Group
Florida International University

- ... is the first research-university in Florida to have a registered apprenticeship.
- ... successfully registered the program in June 2020.
- ... is focused on upskilling and re-skilling.
- ... is working to place underemployed/unemployed members of their community as well as with incumbent workers.
As a new program in a “new” apprenticeship field – **Cybersecurity** - FIU worked diligently to create a narrative to market the program to employers;

- Apprenticeship is largely unfamiliar in the Cybersecurity field in Florida.
- FIU works constantly to refine the language that is used to convey this opportunity to employers, and to hone the overall narrative used to describe their work
- One on one conversations with employers further personalize the message conveyed through program materials
Florida International University: Creating Pathways

- Working with Veterans Affairs to register the apprenticeship opportunity, so that:
  - Veterans can use their GI Bill benefits while enrolled, including a housing stipend and money for books, supplies, etc.

- Working with FIU’s Veterans and Military Affairs office to establish a pathways for Veteran students interested in the field.

- Building on these and other partnerships to work across the community, and to establish clear pathways for interested veterans.
For further information, please contact:

- Bridgette Cram: bcram@fiu.edu
Apprenticeships: A New Approach to an Old Concept

- Proposed 4 Year Program
- IRAP Format
- Built as a Frontline Solution
- Designed to be Replicable
UWW: Cybersecurity Workforce Challenges

- Demographics
- Barriers to Entry
- The Challenge of Lifelong Learning
UWW: Breaking Barriers

- Increasing Opportunities to Interested Learners
  - Underrepresented Communities
  - Veterans and Veteran Spouses

- Creating Unique Relationships
  - Hispanic Collaborative
  - State Office of Diversity and Inclusion
  - County Veteran Service Officers

- Inclusion of Mental Health Component
University of Wisconsin-Whitewater

✓ For further information, please contact:

- Dominique Walsh: walshd@uww.edu
- Brian Dennis: dennisb@uww.edu
Wise Pathways

- Women in sustainable employment

Women in Sustainable Employment
Lorain County Community College: The Challenge

According to a May 2020 The Washington Post article:

- Women have been hit hardest by job losses in the pandemic - and it may only get worse

- The pandemic has wiped out the job gains women made over the past decade, just months after women reached the majority of the paid U.S. workforce for only the second time in American history

- Not only are women overrepresented in some of the hardest-hit industries, such as leisure and hospitality, health care and education, but women — especially black and Hispanic women — lost jobs in those sectors at disproportionate rates
Lorain County Community College: The Opportunity

- Connect unemployed and underemployed women with in-demand careers that provide family-sustaining wages and benefits in fields where they have been historically underrepresented.
Lorain County Community College: a WISE Solution

- As part of our Scaling Apprenticeship initiative, we are excited to be further building out resources and a learning community to support anyone across the country in your efforts to engage more women.

- WISE Pathways is a career exploration course designed for women to learn about in-demand jobs in trade and technical fields where women remain underrepresented.
  - These are sometimes referred to as middle-skill STEM careers, such as those in the energy, utilities, public safety, construction, manufacturing, transportation, and information technology industries, and other skilled occupations.

- WISE Pathways is not training nor is it pre-apprenticeship training, though it can easily be aligned with either to create a seamless pathway.
During a previous TAACCCT grant, we partnered with SkillsCommons.org to create a repository of resources to help others implement this program.

- We are excited to be continuing our work with SkillsCommons and with the National Laboratory for Education Transformation, along with our industry partners, to further build out the curriculum, including a train the trainer module.

Our goal is to create a low-cost, easily replicable model that is also easy to customize to your local needs.

WISE Pathways combines two proven techniques to engage women and raise their awareness of local in-demand careers, which provide a family-sustaining wage:

- Career exploration and coaching
- Role Model Speakers
WISE Pathways relies on a partnership model to provide wraparound support for participants.

Community-based organizations partner with industry, education, and workforce organizations to help graduates along their pathways, such as education and training or entry-level job connections. This helps ensure the program provides a stable stepping-off point on the ladder to economic mobility.

WISE Pathways pilot sites are encouraged to join the regional/statewide/national conversation by joining the WISE Pathways IMPACT community for the sharing of best practices, challenges, etc.
For further information, please contact:

- Bernie Gosky: bgosky@lorainccc.edu
Questions?
Thank You!