**“Sharing your Program’s Story”**

When your employment and training programs succeed at moving your participants from training to employment, you have a great “Program Story” to share. A “Program Story” not only focuses on the accomplishments of your program; it highlights your project’s impact on your participants, employers and community as well as your performance (data) outcomes. A “Program Story” can also focus on your partnerships and organizational development.

In addition, program stories serve as a communication and marketing tools that can be used to recruit participants, engage employers and win the support of prospective funders. The below “Program Story” focuses on “Performance.” There are two additional “Program Stories” (seeattached) that focus on “Partnerships” and “Organizational Development.”

**A good “Program Story” incorporates the following:**

* A headline
* A hook
* A description of the grant program
* Main partners/collaborators

**Headline - Title is designed to capture the attention of employers**

* The specific goals of the program and current results against goals
* The impact on the community

**See below an example of a good “Program Story”**

**Grant Program and Main Partners/Collaborators - Describes the program/activity that was implemented. The project’s partners and the purpose of the project are clearly presented.**

**Brookdale Return to Work Puts People Back to Work and Helps Businesses Grow**

**Hook - The first sentence highlights the problem in a compelling way**

In 2014, the region of Brookdale faced a multifaceted labor-force issue: a rapidly expanding need for Advanced Manufacturing professionals contrasted with the severely limited capacity for training those professionals.

The Brookdale Return to Work program partnered with Brookdale Community College and local Advanced Manufacturers to establish the Brookdale Partnership for Advanced Manufacturers, specifically designed to broaden training availability, increase apprenticeships and on-the-job training opportunities, and establish a region wide Advanced Manufacturing program. By closely working with the community college and the local employers, they designed a win-win model that meets the needs of job seekers and businesses.

**Goals of the Program and Current Results - They use current data to frame the impact**

To date, they have enrolled 650 participants into training, exceeding their original goal of 500. As a result, 400 of these participants have earned a credential and 375 have been placed in Advanced Manufacturing jobs. Through their employer partnership with IDEA-LA their veterans have received the skills they need to get back to work. Of the 375 participants that have been placed in high skilled jobs, IDEA-LA has employed 100 of those individuals and 75 were veterans. Additionally, they have exceeded the original average wage at placement with the current wage being $26.50, more than five dollars over the original goal.

**Impact on the Community - They shared how their program is impacting the community**

Tina Clarke, the executive director of Brookdale AMP, said the project is also designed to address any barriers that might prevent the unemployed from successfully navigating their chosen career path. “One of our current participants who was unemployed became aware of our program; took the training seriously, and successfully completed his welding class and he received his certification. A fabrication company hired him at $28 per hour.” Tina also shares, ”we’re committed to ensuring that our project’s graduates have the hard skills and soft skills needed for long-term employment. Our community partners provide mentors to our participants and our participants have created a pay it forward model and become mentors to our new enrollees.”

**Contact Information - They provided contact information which makes it easier for the reader to reach the right person as quickly as possible**

To find more about how Brookdale AMP is impacting their community call Tina Clarke at 222-222-2222 or visit the project on the web at [www.BrookdaleAMP.org](http://www.BrookdaleAMP.org).

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