

# ADVANCING NORTHEAST OHIO:

## What WorkAdvance Taught Us About Building On Ramps to Opportunity

### Communications Toolkit

#### *INTRODUCTION*

Towards Employment [released a new report on the long-term impacts of WorkAdvance](#), a demonstration effort supported several years ago by the Fund for Our Economic Future and Deaconess Foundation that continues to influence how workforce services are delivered in Northeast Ohio. The report outlines how the WorkAdvance career pathway model is measurably more effective than traditional workforce training.

Advanced coaching, wraparound supports and long-term (more than a year) engagement with participants drove outcomes that reflect better placements (in terms of shifts, hours, and sector), higher wages, and higher technical training completion rates. These effects were significant for participants who engaged with WorkAdvance following long-term unemployment or sporadic, part-time employment, boding well for interventions for workers left behind and displaced by Covid.

The report also explores the barriers that remain in connecting workers to in-demand career pathways, and three key steps in reducing barriers:

- build more on-ramps,
- focus further on equity and
- improve coordination across the workforce system.

#### *SPREAD THE WORD*

We welcome you to actively post on social media and engage with us throughout the month, as well as reach out to local connections. Tweet us at [@TowardsEmploy](#) and use [#AdvancingNEO](#) to join in the conversation.

In this communications toolkit, we have included **sample social media posts**, a template **email** that you may customize and use locally, and a link to our **press release**. We appreciate your support in helping us share the important insights and opportunities this report exposes. Please contact us if you have questions or want to share stories.

#### Contact

Adaora Schmiedl, Towards Employment  
Director, Development and Marketing  
216-696-7310  
[aschmiedl@towardsemployment.org](mailto:aschmiedl@towardsemployment.org)

## ***SOCIAL MEDIA POSTS***

Please feel free to change this to fit your social media needs, and re-share posts as you see fit. Don't forget to use the hashtag [#AdvancingNEO](#) when possible!

You can find **graphics** to accompany social media posts on page 4-6.

### **Twitter**

What works for workforce development? Explore Advancing Northeast Ohio, a new report from [@TowardsEmploy](#) that explores how the WorkAdvance approach is driving positive outcomes for workers, employers and the community. [#AdvancingNEO](#)  
[advancingneo.towardsemployment.org](http://advancingneo.towardsemployment.org)

### **LinkedIn/Facebook**

What works for workforce development? Explore Advancing Northeast Ohio, a new report from [Towards Employment](#) that explores how the WorkAdvance approach is driving positive outcomes for workers, employers and the community. [#AdvancingNEO](#)  
[advancingneo.towardsemployment.org](http://advancingneo.towardsemployment.org)

### **Towards Employment Accounts**

Twitter: [@TowardsEmploy](#)

Facebook: [@towardsemployment](#)

LinkedIn: [Towards Employment](#)

### **Hashtags**

Campaign Hashtag (please use in all posts)

**#AdvancingNEO**

Other Top Hashtags

[#GoodJobs](#)

[#JobQuality](#)

[#Equity](#)

[#wkdev](#)

[#systemschange](#)

[#workers](#)

[#employers](#)

## ***EMAIL OR NEWSLETTER TEMPLATE***

Use this for your email marketing or collaborative newsletter; graphics on page 4-6.

**Subject Line or Headline:** *Advancing Northeast Ohio: What WorkAdvance Taught Us About Building On Ramps to Opportunity*

Towards Employment recently released a new report highlighting the long-term impacts of WorkAdvance, a demonstration effort originally supported by the Fund for Our Economic Future and Deaconess Foundation that has emerged as an influential model for workforce services. The report outlines how WorkAdvance has had a measurably positive return to individuals, employers and society. Advanced coaching, wraparound supports and long-term (more than a year) engagement with participants drove outcomes that reflect better placements (in terms of shifts, hours, and sector), higher wages, and higher technical training completion rates. These effects were significant for participants who engaged with WorkAdvance following long-term unemployment or sporadic, part-time employment, boding well for interventions for workers left behind and displaced by Covid. Barriers remain in connecting workers to in-demand career pathways, and the report outlines three key steps in reducing those barriers: build more on-ramps, focus further on equity and improve coordination across the workforce system. Explore the report at [advancingneo.towardsemployment.org](https://advancingneo.towardsemployment.org) and share with your networks.

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## ***BLOG SAMPLE TEMPLATE [340 WORDS]***

Please customize for your specific audiences; graphic of Richard is on page 7.

After a five-year WorkAdvance pilot (2011-2016) proved successful in driving higher wages for program participants with a demonstrated positive return on investment for Clevelanders – for participants, the workforce system, and employers, Towards Employment used this coordinated approach to deliver economic mobility for workers for the next five years.

*Advancing Northeast Ohio: What WorkAdvance Taught Us About Building On Ramps to Opportunity*, a report released in December 2021 by Towards Employment with support by the Fund for Our Economic Future and Deaconess Foundation, summarizes results from these next five years of implementation, and suggests during (and after) this pandemic, all stakeholders have essential roles to play:

1. Workforce service providers can build up on-ramps to higher wage opportunities – by doubling down on coaching; promoting earn-and-learn opportunities; and supporting workers by taking a holistic approach to removing/reducing barriers.

2. The Workforce system can work together to make work better – by creating new forms of sector partnerships in industries with high numbers of essential workers (hospitality, home health and childcare); expanding system wide timelines for achieving economic mobility; and removing barriers to collaboration among workforce providers. Many of these industries are characterized by low wages, variable scheduling, and lack of benefits, so...
3. Workforce system members must keep their eyes on equity, making racial equity and job quality explicit goals in workforce development work – to address the complex root causes of opportunity gaps and promote job quality.

In the height of the pandemic Richard found employment in the manufacturing sector. In 15 months, he has earned a 58% increase in wages. “After about a week, it wasn’t about the \$500 (training stipend) anymore, it was about what I can get out of this class, and if I can make it to the end, then I’m going to go to the next step.”

Vetted research, lessons from long-term implementation, and experience from real people (graduates, employers, partners) tell the story of a model getting people, and Cleveland, to the next step. We all have a role to play – find your role at [advancingneo.towardsemployment.org](https://advancingneo.towardsemployment.org).



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# EMBRACE BIG BETS

It is not easy or fast to dislodge structural racism and enable economic mobility through career advancement. **Funders and policy makers must embrace challenging solutions and policies that remove barriers and disincentives and can play an active role in promoting big bets.**

READ MORE IN THE FULL REPORT



“When I started, my short-term goal was to learn the press and the paperwork, and my long-term goal – **which now I consider a short-term goal** – is to be in a managerial position, a shift supervisor.”

**RICHARD JACKSON**

**TALAN PRODUCTS**