

# National Coalition for Homeless Veterans *Employer-Driven Curriculum Training (EDC)*

PRESENTED BY

DAVE LOPEZ

SWORDS TO PLOWSHARES



VETS HELPING VETS SINCE 1974

# Planning

## EMPLOYER-DRIVEN CURRICULUM TRAINING (EDC)

### INTERNAL INFRASTRUCTURE

Before planning for EDC you should have:

- A robust clientele
- Strong partnerships with other community-based organizations
- Enough staff to dedicate to the EDC cohort
- Ability to provide supportive services to retain clients through training

### EMPLOYER PARTNERSHIP

- Identify employer and find where they face the most hiring challenges
  - Choose wisely!
  - Employer will need to commit to hiring participants or assist in getting them interviews with sub-contractors after training
- Use their hiring challenges as the selling point

# Collaboration

## LOCAL TRAINING RESOURCES

### COMMUNITY COLLEGE

- Identify local community colleges in your area
  - What classes are already being offered?
  - Can any of these classes be amended and condensed to fit the EDC model?

### IN-HOUSE TRAINING

- Some companies choose to bring training in-house
  - Hire a trainer
  - Locate a space to hold classes
    - Our partnership with PG&E began using a community college, and has now evolved to in-house training
    - A dedicated staff member teach the curriculum

# Recruitment Process

Collaborate with your employer partner

- Is your branding and their branding on all marketing collateral?

Social Media

- Create a social media campaign.
- Utilize all social media outlets i.e. LinkedIn, Facebook, Twitter, and Craigslist advertisements

Utilize established connections

- Alumni
- Clients
- Community Partners
  - This gives you access to a stronger and more robust client base

Give yourself enough time!

- Give yourself one month MINIMUM
- Two to three months is ideal

# Pre-Screening EDC Candidates

## EMPLOYER PRE-SCREEN

- What skill set does a qualified candidate need to have?
- What should their job history look like?
- What are the deal-breakers?
- What is the application process?

## INTERNAL PRE-SCREEN

- Case managers assess for EDC fit and grant eligibility, clients plan to financially support themselves through training
- Collaborate with the employer to administer necessary tests i.e. math tests, behavioral tests
- Meet with all candidates to ensure that they are a good fit and will represent your agency well

# Supportive Services

## CASE MANAGEMENT

- Commit a staff member to be present on some training days and to serve as the point of contact for trainees
- If your organization does not provide wrap-around services, utilize your community partners to make referrals to the appropriate agency

## FINANCIAL SUPPORT

- If you can provide a stipend this will help with retention of students during the EDC cohort
- If you cannot provide a stipend, ask candidates for their financial plan during the pre-screen process

# Training Complete

## AFTER EDC TRAINING IS COMPLETED

- ➔ *The employer will assist in getting interviews for the cohort participants with their company, or with contractors*
  - ✓ After the Swords to Plowshares' 2015 cohort with PG&E all 15 participants interviewed and were picked-up by sub-contractors until they were able to interview for full-time positions with PG&E
  - ✓ There was a 100% placement rate
  - ✓ The starting wage was \$34.66 an hour

# Evaluation and Outcomes

## EVALUATION AND OUTCOMES OF THE EMPLOYER-DRIVEN CURRICULUM TRAINING

### NUMBERS TO EVALUATE

- Percentage of participants that graduate from the cohort
- How many of those participants are successfully employed
- The average starting wage

### PARTNER DE-BRIEF

- De-brief with your employer partner
  - What went well?
  - What can be improved?
  - What can be changed for the next EDC cohort?
- Get feedback from the cohort participants



# Questions, Ideas, Suggestions



VETS HELPING VETS SINCE 1974

*Copyright © 2016 by Swords to Plowshares  
All rights reserved, including the right of  
reproduction in whole or in part in any form.*

## Swords to Plowshares

### Employment & Training

1060 Howard Street

San Francisco, CA 94103

**Dave Lopez**

**Associate Director**

[dlopez@stp-sf.org](mailto:dlopez@stp-sf.org)

(415) 252-4787 ext. 371