

BLENDING WORKFORCE TRAINING

Learn how Latino Academy of Workforce Development has partnered with local employers and employment agencies to offer blended workforce training programs.



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OUTLINE



- Introduction
- Strengthen your nonprofit with a strategic partnership
- Best practices
- Panel discussion with the Latino Academy's partners:
 - Dane County Highway Department (2015)
 - Lycon, Inc. (2017)
 - Quartz Health Solutions, Inc. (2019)
 - Stevens Construction (2015)
- Questions
- Key takeaways

LATINO ACADEMY'S MISSION:

Strengthening our community through bilingual adult education, job training and employment programs.

Our driving purpose is workforce development. Over the last decade, we have grown to be a regional leader in supporting underemployed Latinos through the process of career education and training, job placement, and job retention.

We serve approximately 800 learners annually

PROGRAMMING

EDUCATION:

- Spanish GED/Pre-GED
- Spanish Adult Education
- English As a Second Language
- Digital Skills Literacy
- Financial Education

EMPLOYMENT & TRAINING:

- **Transportation Academy (Commercial Driving License)**
- **Bilingual Construction Training Program**
- **Bilingual Customer Training Program**
- ServSafe Food Management
- Workplace Safety
- Foundations of Childcare Program

LEADERSHIP & WELLNESS

- Women's Development Career Series
- Bilingual Leadership Academy
- Nutrition Classes
- Mindfulness

EMPLOYMENT SUPPORT SERVICES

Your Job Search | Resource Center

Everything you need to make your resume stand out, ace the interview, advance your career, and navigate the digital world through social media and digital communication.

Employment support services include:

- Resume development support
- Job leads
- Help participants complete online job applications
- Practice job interviews
- Connection with employers

LATINO ACADEMY'S STRATEGIC PARTNERSHIPS

Partnerships have helped the Latino Academy in different areas:

- Career/employment opportunities for participants
- Brand exposure
- Range of training and employment opportunities we offer
- Brand credibility
- Revenue

WHY NOW?



Strategy and planning is about determining what is most important for our organization to do and figuring out the best way to get it done



For some organizations, the best way to get things done is in partnership with another organization or business

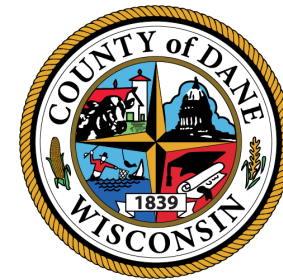


Strategic thinking and planning can serve as a powerful moment for us to identify opportunities to strategically align or restructure with another organization

The first step to planning a partnership is to clearly define what your organization wants to get out of the partnership.

BEST PRACTICES:

- Develop relationships (long lasting)
- Involve partners in the planning of the training or curriculum development
- Mutual outcomes/gains and expectations
- Open communication – expect, and accept, conflict gracefully
- Put it in writing: “Memorandum of Understanding” (MOU) or a “Letter Agreement”
- Precisely track, measure and report performance metrics
- Develop a career path opportunity vs only a job
- Partnerships take time



DANE COUNTY HIGHWAY DEPARTMENT *TRANSPORTATION ACADEMY*

- Partnership started in 2015
- Once a year, together with the Urban League of Greater Madison we train and recruit candidates to join the Dane County Highway Department Internship
- Qualified candidates attend a 6-month internship – after which only qualified candidates get a job with them



LYCON, INC.

TRANSPORTATION ACADEMY



- Partnership started in 2017
- Lycon, Inc. provides feedback with our training
- Jeff Lemirande, Human Resources Director, gives a presentation for all our CDL classes and meets our students
- We refer qualified candidates directly to Jeff Lemirande
- Always available to support our grants and projects



QUARTZ HEALTH SOLUTIONS, INC *BILINGUAL CUSTOMER SERVICE*



- Partnership started in 2019
- Lori Sheets, St. Talent Acquisition Specialist is part of our Steering Committee
- Quartz helped us developed a curriculum for the class
- Quartz interviews all students, provides feedback and qualified candidates get a job with the company

**Insurance
101**

Pedro Dominguez





STEVENS CONSTRUCTION *BILINGUAL CONSTRUCTION TRAINING*

- Partnership started in 2014
- Dena Gullickson, Human Resources Manager, is part of our Steering Committee
- In partnership with Stevens Construction we provide the Bilingual Construction Training twice a year
- Participants train at the Latino Academy for three weeks and during the fourth week attend an internship with Stevens Construction
 - Through the training, participants meet current employees and Human Resources staff
 - Stevens Construction provide their tools for the training
 - Stevens Construction interviews all candidates – only qualified candidates get a job with the company





PANEL DISCUSSION WITH PARTNERS

Introduction

Panelist:

- Dena Gullickson, Human Resources Manager, Stevens Construction
- Jeff Lamirande, Human Resources Director, Lycon, Inc.
- Lori Sheets, Sr. Talent Acquisition Specialist, Quartz Health Solutions, Inc.
- Louis Rodriguez, Dane County Highway Department

Questions:

- Why is it important to partner with nonprofits such as the Latino Academy for your company?
 - If other nonprofits are looking to partner with companies like yours, what is the best way to start?
 - If time permits, questions from participants
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As your organization explores potential opportunities, here are some things to keep in mind:



Strategic partnership can be a powerful way for an organization to expand its impact



For some organizations, a strategic alliance or restructuring can help expand its scope, grow or refine its programs, or achieve greater efficiency.



Scan your external environment/Research your community



Revisit your organization's plans and strategies



Boards/Steering Committee/Volunteers have an important role to play in the conversation about strategic partnership



QUESTIONS?