



## 2020 WANTO Grants Abstracts

### Workforce Development Board of Herkimer, Madison and Oneida Counties

**Applicant name:** Workforce Development Board of Herkimer, Madison and Oneida Counties

**Project Title:** Empower Apprenticeships

**Area to be served:** 17-county region of central and upstate New York State.

**Participants to be served:** 500 women will be contacted in person, with outreach promoting women in A/NTOs designed to reach at least 3,000 women through social media and advertising.

Projected outcomes & outputs	Goals
Number of women contacted in person about project	500
Overall contacts (advertising, social media)	3,000
Number of women enrolled in basic skills development	150
Number of women applying for pre-apprenticeship program	300
Number of women accepted, enrolled in pre-apprenticeship program	200
Number of women completing pre-apprenticeship program by end of grant	200
Number of women hired	150
Number of women in advanced training / postsecondary education	25
Number of women in A/NTOs	125
Number of women applying for RAPs	190
Number of women served by support services	150
Number of women whose wages increase	150
Average wage of women hired	10% above regional avg.
Number of new RAPs created by employers	20
Number of employers / unions receiving TA	250
Number of Promising Practices developed	10
Number of workplace innovations developed to support woman	10



<b>Systemic Changes</b>
Creation of panel supporting women in A/NTOs uniting CBOs, unions, employers
Development of Virtual TA for employers through WDB, partner websites
Development of image campaign to enhance entry by women into A/NTOs including literature distribution targeting sites common to women (day care, YMCA, etc.)
Increased awareness of A/NTO careers for women
Documenting participant success stories, lessons learned
MOA to sustain pre-apprenticeship curriculum in State University of N.Y. projects.

**Cost per participant:** 125 women will enter apprenticeships at a cost per apprentice of \$3,725.

**Funding requested:** \$741,391

**Leveraged resources:** \$995,200. Partners include NYS Dept. of Labor, which OKs all RAPs in NYS, as well as Mohawk Valley Community College, lead for the State University of NY's apprenticeship program, as well as employers, unions and employer groups.  
ETA grants: The WDB has received multiple ETA grants since 2002 (list attached).

**Project summary:** This project builds on the WDB's existing apprenticeship project that is enrolling women at more than twice the national rate for women in apprenticeships. Key pieces: Outreach: To address the disparity in applications N/TO apprenticeships, this project devotes a major effort to attracting women to the target sector. In-person outreach across 17 counties, many of which are rural, is important to provide women the information they need to pursue non- traditional careers. The region, which includes a major refugee relocation center, will also conduct outreach among refugee women who lack awareness that non-traditional occupations are open to them. Outreach will include a campaign of telling "success stories" to increase A/NTO interest.

*Preparation:* Many potential workers in the target sectors need preparation to reach the standards required for apprenticeship and employment. The WDB is partnering with the region's largest community college and an organization with more than 30 years of experience helping women enter the workforce to present a pre-apprenticeship program that will provide technical and basic skills women need to enter the IT sector as well as support to deal with workplace issues.

*Job connections:* The WDB is the lead for the regional workforce system. Through existing partnerships with employers and unions, and new ones that this project will create, program graduates can connect with openings across the region. The WDB, which created the first IT-



related RAPs in NY State, has a strong partnership with the NYS Dept. of Labor, which will assist new employers in developing RAPs that meet all guidelines. The project commits to providing a strong evaluation to promote replication and to sustain key program elements.