



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 |



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| Systemic Changes |
| 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.