

# Platform to Employment®

## Program Fact Sheet For Workforce Development Professionals

The WorkPlace and the San Diego Workforce Partnership, Inc. are pleased to announce that the Platform to Employment (P2E) is beginning in San Diego, CA in April 2013. P2E is an innovative, privately funded response to the crisis of long-term unemployment. Eligibility for the program falls into two distinct categories: (1) Veterans- 30 years of age or younger and (2) Individuals, 50 years of age or older. *Both groups need to have exhausted unemployment benefits.*

The goals for each P2E participant are:

- To become champions for their own careers
- Learn new skills
- Complete an eight week work-experience
- Enter into unsubsidized employment

P2E begins with mandatory workshops conducted four days per week for five weeks. **Training will happen at the South Metro Career Center.** The workshops, along with personal counseling, provide training and important wraparound services. People out of work for long periods often require assistance beyond job-specific training. They need to regain self-confidence, organize for a job search, and learn to market themselves. Personal and financial issues may need solutions to prepare for regular employment. Participants meet with a behavioral counselor at least once, with additional, optional counseling sessions available for themselves and immediate family members.

Once participants complete the five-week training, they are eligible to take advantage of a wage subsidy incentive in a work experience. P2E will work with participants to match them with employers that have open positions. The employer, by selecting a P2E participant, fills an open position with a supported candidate at no cost for the first four weeks and at partial cost for the next two weeks. P2E eliminates the risk in this hiring, as they are on the payroll of the WorkPlace during the trial period. The expectation is that a participant, if successful, will be hired by the employer at the end of the work experience. Because of the project's private funding, the absence of government bureaucracy is a significant additional benefit for employers.

Based on the pilot program in Connecticut, P2E has already demonstrated substantial success for its participants. Nationally, the long-term unemployed have a 1-in-10 chance of securing a job each month. Of the 91 participants who completed the training during the pilot in Connecticut, 73 (or 80%) entered the work experience with employers. Of those who completed their work experience, 65 (or 89%) were hired by the employers.

In November 2012, the WorkPlace received funding from the Wal-Mart Foundation, Citi Community Development and AARP Foundation to expand the initiative to ten major cities in the U.S. including San Diego.

Recruitment begins on March 6, 2013. Interested candidates should complete an application on line at [www.platformtoemployment.com/application](http://www.platformtoemployment.com/application)

Platform to Employment is an equal opportunity program and auxiliary aids and services are available upon request to individuals with disabilities.

**Any questions, please contact Mike McCarthy (203)610-8554 [mmccarthy@workplace.org](mailto:mmccarthy@workplace.org)**