

March 1, 1999

To: HRD Coordinators/Directors

From: Barbara A. Boyce

Subject: HRD Media Blitz

In conjunction with HRD's 25th Anniversary celebration, a media blitz has been planned for March 15 - 26, 1999. During this time, we are asking all colleges to capitalize on communication opportunities that gain public support and attention for HRD programs. This can be accomplished through presentations, printed materials, and/or media coverage (newspaper, radio, TV). To help you with this endeavor, the HRD Marketing Work Team and the 25th Anniversary Committee has put together a media package. Please feel free to adapt this information to fit your local needs. Please be reminded that most media sources require that you send information to them weeks in advance. It would be helpful if you start making contacts as soon as possible. If you have any questions, please give me a call.

Attachments

C: Presidents
Senior Continuing Education Administrators
Public Information Officers

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NC Community College System
Human Resources Development

Program Overview

Mission Statement

- ◆ The purpose of the Human Resources Development (HRD) program is to educate and train individuals for success in the workplace.

Vision Statement

- ◆ The Human Resources Development Program will focus on customer wants and needs using linkages when appropriate. Customers will be provided services that promote self-sufficiency and self-valuing on a personal and professional level to enhance their opportunity for success in the workplace.

Program Description

- ◆ The Human Resources Development (HRD) program is an intensive program to recruit, train, and either place in employment or vocationally train unemployed or underemployed adults. The primary objective of the training component is to help the trainee orient himself or herself to the world of work, appreciate the effects of his or her behavior on others, and develop the basic academic and communication skills prerequisite to obtaining and maintaining employment.

Program Goals

- ◆ Carry out recruitment and outreach activities to targeted populations
- ◆ Assist participants in obtaining meaningful employment and training opportunities
- ◆ Reduce welfare dependency
- ◆ Increase economic self-sufficiency
- ◆ Enhance and develop educational skills
- ◆ Upgrade job skill levels



Target Populations

- | | |
|---|---|
| ◆ Unemployed and underemployed | ◆ Job, education, and/or training seekers |
| ◆ Unemployment insurance claimants | ◆ JTPA/WIA eligible individuals |
| ◆ Welfare recipients | ◆ Out-of-school youth |
| ◆ Dislocated workers | |
| ◆ Currently employed workers needing skills to remain competitive | |

HRD Core Services

- | | |
|-----------------------------|---|
| ◆ Instruction/Training | ◆ 3, 6, and 12 month follow-up |
| ◆ Assessment | ◆ Student progress and tracking reports |
| ◆ Job search assistance | ◆ Linkages to education and training |
| ◆ Career counseling | ◆ Linkages to supportive services |
| ◆ Resumé preparation | ◆ Customized training |
| ◆ Job development/placement | ◆ Services to employers |

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HRD Core Services - Expanded Version

Instruction/Training

- ◆ Core Curriculum Components
 - ▶ formal and informal assessments of individual assets and limitations
examples: attitudes, aptitude, personal appearance, interpersonal behavior, and personal education and/or career goals
 - ▶ development of problem-solving skills
 - ▶ development of communication skills
 - ▶ development of a positive self-concept
 - ▶ development of employability skills
examples: orientation and motivation for the world of work, occupational/career exploration, job application and resumé preparation, interviewing techniques, job seeking and job retention strategies
- ◆ Occupational and/or academic skill-building training courses
- ◆ No registration fee for students
- ◆ Instructional delivery -- classroom and lab setting

Assessment

- ◆ Administers formal and informal assessments:
examples: interest, aptitudes, occupational knowledge, personality, work values
- ◆ Provide interpretation and application of test results for students
- ◆ Provide assessment results to students and agency partners

Services To Students

- ◆ Linkages to educational and training opportunities
- ◆ Linkages to supportive services and financial aid
- ◆ Job search assistance
- ◆ Resumé preparation
- ◆ Job development and placement
- ◆ Supportive counseling and coaching
- ◆ 3, 6, and 12 month follow-up/personal contacts
- ◆ Student tracking reports

Services To Partners

- ◆ Customized training for clients
- ◆ Assessment of clients' suitability for training and educational programs
- ◆ Student progress reports

Services To Employers

- ◆ Customized training for employees
- ◆ Pool of applicants/potential employees
- ◆ Pre-hire screening and assessment

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Historical Perspective

- ▶ The Human Resources Development (HRD) model was developed by MDC, Inc. in the late 1960's as an experimental employment and training program focused on moving disadvantaged, underskilled and undereducated men and women unfamiliar with “public work” into the primary economy of the state. HRD was seen as an answer to growing dissatisfaction with traditional programs which focused on specific skills training created without advice and guidance from the business sector. Industry was calling for job preparation training in place of skills training, “Send us workers who will get to work on time every day and we will train them here on the job.”
- ▶ Pilot sites for HRD Preparation Centers were in Greensboro, Asheville and Craven County. Chronically unemployed individuals were recruited to these job preparation centers and given an eight-week mixture of remedial education and motivational training with a heavy emphasis on job seeking and keeping skills. Afterwards, individuals were placed in employment with the advice and assistance of the business sector.
- ▶ Once the program’s effectiveness was demonstrated in both rural and urban settings, MDC sought a permanent home for the program in North Carolina Community College System. MDC believed that HRD and the community college system were a good fit for various reasons. The HRD program provided a training bridge between employers and underskilled and undereducated job seekers. In addition, HRD would widen the open door to education for individuals who traditionally had not seen college as an option.
- ▶ The first HRD pilot program in the North Carolina Community College System was at Lenoir Community College in 1970. Within two years, five more community colleges began programs--- Craven, Asheville-Buncombe, Southeastern, Ronoake-Chowan and Isothermal. In 1973, the General Assembly appropriated \$1,475,000 to institutionalize the HRD program in 30 community colleges. By 1994, all 58 of the state’s community colleges offered HRD.
- ▶ HRD classes were kept small, averaging around 15 individuals, for the purpose of group work. Participants were mostly men who lacked basic reading/math skills and/or a high school diploma. The idea of a job at the end of the training cycle was paramount in the minds of staff and students. The students worked and studied in a job-simulated environment. They had to be at the center on time, punch a time clock, and call in when they had to miss class. The training was enriched by using area employers to give guest talks and for tours of local plants. As a regular classroom assignment, all students were expected to register for work with the Employment Security Commission

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- ▶ For the 1973-74 HRD Performance Year, there were 939 students enrolled in HRD.

Current Perspective

- ▶ Over the past twenty-five years, HRD programs have enrolled 162,114 students at an average cost of \$536 per student. More than 144,000 graduates have gained employment. Sixty-seven percent (67%) of all graduates are placed in jobs immediately upon completion of the program. The number increases to 90% by the end of the 12-month follow-up period.
- ▶ One of the greatest strengths of the HRD program is its follow-up policy. Program graduates receive follow-up at 3-month, 6-month, and 12-month intervals after exiting HRD training. This lengthy follow-up period allows HRD staff time for coaching and counseling to support educational success and job retention.
- ▶ HRD has a unique evaluation mechanism, the **earnback index**, that measures the program's cost effectiveness. The earnback index calculates the improvement in economic conditions for program graduates--- including increases in income and decreases in public assistance---and compares that to the state's cost of operating the program. Over the past twenty-five years, graduates have increased their income by \$201 million and reduced their public assistance benefits by \$27 million at a cost to the state of \$83 million. Earnback data was first collected in 1975. Since that time, taxpayers have received a 270% return on their investment.
- ▶ The earnback index is also used as a mechanism for determining budget allocations. HRD may be the only statewide social program of any kind which ties program cost effectiveness evaluation to budget allocation. Each year, one-third of the statewide HRD appropriation to local programs is based on the degree to which the post-training economic performance of their program graduates is better than their pre-training economic situation.
- ▶ For the 1997-1998 HRD Performance Year, there were 18,771 students enrolled in HRD. Upon exiting HRD training, over 54% of the students were placed on jobs while 51% were placed into training. Of those program graduates receiving a 12-month follow-up, over 73% had been placed on a job while 48% had completed or were still enrolled in a training program.
- ▶ At the end of the 1997 performance year, HRD program graduates had increased their income by \$18.2 million and reduced their public assistance benefits by \$4.9 million at a cost to the state of \$5.4 million, resulting in taxpayers receiving a 408% return on their investment.

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Student Perspective

The official motto for HRD is student-focused and states, “*For the future you never thought existed....*”. It is very important that local programs provide information, documentation, real life examples that the HRD program holds steadfast to this motto. More specifically, the general public needs to know how:

- ☆ HRD has made a difference in our students’ lives
- ☆ HRD has improved our students’ career opportunities and employment choices
- ☆ HRD stands for the good of students
- ☆ HRD helps students reach their dreams and goals
- ☆ HRD helps students realize their potential
- ☆ HRD develops people to be their best
- ☆ HRD training is great for confidence-building, personal support and life-changing experiences
- ☆ HRD is a valuable community resource because programs and services are flexible and can be customized to meet the needs of targeted populations
- ☆ HRD is the starting place for many who never dreamed of accomplishing a college education or a profitable career
- ☆ HRD is a powerful opportunity for adults who are at a crossroads in their educational or employment life
- ☆ HRD is dedicated to workplace success for local citizens
- ☆ HRD is less expensive than private training companies
- ☆ There is no registration fee for taking HRD classes

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Media Opportunities

Below is a list of media opportunities to spread the word about HRD:

Newspaper/Speciality Publications

- ▶ College tabloids
- ▶ Flyers and brochures
- ▶ Paid ads
- ▶ Press releases
- ▶ Public interest stories
- ▶ Letters to the editor
- ▶ Local community news spots

Radio/TV/Cable

- ▶ Public service announcements
- ▶ Public interest stories
- ▶ Talk news spotlight shows
- ▶ Community calendar

Bulletin Board/Information Rack

- ▶ In-house brochure rack
- ▶ Commons area bulletin board
- ▶ Cafeteria/Game room
- ▶ Student services area
- ▶ Classroom

Billboards

- ▶ Outdoor marque
- ▶ Electronic runner board
- ▶ Yellow directional sign
- ▶ College marque board

Host an Event

- ▶ Graduation celebrations
- ▶ Awards banquet
- ▶ HRD 101 workshop
- ▶ Open house

Make Presentations To Groups/

Be Guest Speaker

- ▶ Staff meetings
- ▶ Deans/Directors meetings
- ▶ Board of Trustees meetings
- ▶ Curriculum and Continuing Education classes
- ▶ Community service events