



Grantee: SER-Jobs for Progress national, Inc. (SER National)

Project Name: Coaching to Care Initiative

City, State: Irving, TX

Areas Served: SER-Jobs for Progress local affiliates and workforce system partners will offer the Coaching to Care Initiative services to individuals in the following communities and regions surrounding these communities: Fresno, CA; Garden Grove, CA; Miami, FL; Chicago, IL; Wichita, KS; Fall River, MA; Roxbury, MA; Detroit, MI; Camden, NJ; Allentown, PA; Fort Worth, TX; Houston, TX; and Waco, TX (9 states).

Populations Served: Economically disadvantaged and minority populations.

Amount: \$2,223,649.80

Key Partners: SER of San Joaquin Valley, Central States SER, SER Metro Detroit, La Alianza Hispana, Latin Business Institute, SER Florida, SER Corporation of Kansas, Southeastern Massachusetts SER, Puerto Rican Unity for Progress, Hispanic American Organization, SER of the Texas Gulf Coast. Local SER affiliates have partnered with local One-Stop Centers, workforce systems, community colleges, and schools.

Project Description: The Job Seekers served by SER National's affiliate sites are most often face multiple barriers to employment including limited English proficiency, lack of literacy and numeracy skills, lack of technology skills, and very limited work experience. In order to ensure that the identified local affiliated organizations have the necessary support and resources to effectively deliver virtual career exploration services, SER National will implement the following capacity building strategies: 1) ensuring appropriate computer technology equipment is available, 2) establishing adequate capacity and speed of internet connections at all affiliate locations, 3) providing all partners with necessary software tools for pre-training and training activities, including computer literacy, career exploration, and career development, 4) implementing SER Career Coach Academy for Career Coaches and their supervisors as well as local workforce partner staff, which will help ensure the integration of virtual career exploration concepts and tools into effective career coaching processes, and 5) providing support for data collection and data management through comprehensive virtual system and staffing resources at the local level.

Projected Outcomes: The *Coaching to Care* initiative will enhance the ability of a minimum of 550 Career Coaches (SER National and partner staff trained by the SER Career Coach Academy-using NAWDB's Certified Workforce Development Professional competencies) to deliver virtual career exploration services, including healthcare careers, and will increase the ability of 28,000 Job Seekers to make use of and benefit from online resources.

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