Workforce Atlas: Advancing Adult Literacy and Employability

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Background

• University of Pennsylvania- Dr. Dan Wagner
  • Created a platform for out-of-school youth in Philadelphia

• Dr. Wagner wanted to expand his idea, he linked Project Literacy to ProLiteracy

• In 2017, Project Literacy and ProLiteracy joined forces
Project Partners and Contributors

• Project Partner
  • Project Literacy
  • Pearson, funding Partner of Project Literacy

• Other Contributors
  • Results for Development (R4D)
  • University of Pennsylvania
  • Dollar General Literacy Foundation
  • National Center for Families Learning
Workforce Atlas is an online career pathways platform that assesses your literacy, numeracy, workplace skills, and interests. Once you complete the assessments you will be directed to recommended occupations, online resources, and local providers that can help you achieve your professional, academic, and personal goals.
Features

• Users with an account will be able to:
  • Take Assessments
    • Interests
    • Skills
    • Literacy
    • Numeracy
  • Receive and favorite job recommendations
  • Email Recommendations
  • Favorite Resources
Users without an account will be able to:

• Find local programs page
  • Information pulled from the National Literacy Directory

• Use resources related to various industries and
• Browse the jobs pages, to learn more users will need an account
Piloting

• Pilot Cities
  • Philadelphia, PA
  • Washington D.C.
  • Houston, TX
  • Syracuse, NY

• Pilot Organizations
  • Small Adult Basic Education Program
  • Mid-Size Community Center
  • Mid- Size Social Service Program
  • Large Workforce Development Agency
Data Collection Methods

• Learning document
• Biweekly calls
• Post-use survey
• Focus group discussions
• Platform data
Prevalent Traits of Learners

• Pilot sites served 283 individuals

• The most prevalent traits among the learners were:
  • unemployed
  • did not finish high school
  • identified as African American
  • were between 20-29 and 50-59 years old
Key Results

• Small Organizations:
  • Found that the platform added value to their program.
  • Recognized that ABE Centers face increasing pressure to add workforce development, but lack capacity to do so. Workforce Atlas can help fulfill this need.

• Mid-Size Organizations
  • Found that the platform added value to their programs.
  • Saw success implementing the platform in existing job readiness and workforce courses.
Key Results Continued

• Large Organization
  • Determined that workforce development agencies who consider themselves “one-stop shops” are not as likely to use the platform.

  • Believes that workforce development agencies can function as the recipient of a “warm hand-off” from another organization that uses Workforce Atlas with their clients.
Focus Group Feedback

• Many users felt they received accurate occupation recommendations

• Users felt it inspired confidence

• Users found the resume template included in the Resources section of Workforce Atlas very helpful.
“It was helpful for me to know what I could be doing, but also that what I’m doing now is relevant, I’ve done guest services and they recommended a lot of jobs related to guest services. So, it helps me make sure I’m on the right track.”

—WFA user
Implementation Guide

• The Implementation Guide provides organizations with:
  • Introduction/brief background
  • Platform Overview
  • Helpful Features
  • Implementation Examples and Piloting Information
  • Best Practices
  • Trouble Shooting
  • FAQ
Questions