



# National Employment Council Theory of Change

## ***Mission***

To move unemployed members of our workforce into full employment within 16 weeks, and to empower the employer/employee relationship for small and mid-sized companies.

## ***Intended Impact***

Although the NEC programs are open to all those actively seeking employment, it specifically targets populations among the long-term unemployed (unemployed for longer than 6 months). We give especial attention to veterans and families experiencing homelessness. For these groups, the organization seeks to expedite the career-building and employment-finding process to under 16 weeks, with the goal of facilitating this program in 32 U.S. markets.

## ***Theory of Change***

The Theory of Change document outlines activities organized to achieve the NEC mission and the intended impact.

## Milestones we intend to achieve

### ***Access to the Get Back to Work Now Classes in 32 U.S. Territories***

We intend to give everyone actively seeking employment, in 32 U.S. Territories, access to the Get Back to Work Now training. This is a high quality, free, job finding assistance that rejuvenates, organizes, and systematically moves each person towards their next career.

### ***70% in 16 Weeks***

Through ongoing research and by studying trends, we continuously adjust the Get Back to Work Now classes to develop a program which achieves a 70% or higher placement rating within 16 weeks of graduation.

### ***Employer Relationships***

We intend to establish employer relationships in every territory to create interview opportunities for the Get Back to Work Now graduates.

# How does NEC plan to achieve its Mission?

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## Community Outreach

By establishing a chapter in 32 U.S. territories, we reach the population actively seeking employment. Our goal is to register, train and secure employment for participants within 16 weeks (with a special focus on the population outlined in the Intended Impact). Each chapter is managed by a Career Coach and overseen by the NEC Territory Manager.

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## Training & Graduation

The Get Back to Work Now training classes consists of six sessions, one session per week for three hours. Sessions are taught online by NEC Career Coaches. Each session accompanies a video and a copy of the Hidden Step© guide specific to that session. After completing each session, participants engage in exercises using the video and guide as a reference. Week one focuses on motivation, week two on career path, week three and four on constructing the resume, week five on phone interviews, and week six on interview techniques, networking, and how to apply. Upon completion of all six sessions, graduates are assigned to a job search assistant.

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## Finding Employment

Graduates are assigned to a Job search assistant trained to help graduates facilitate employment. Job search assistants are previous graduates who volunteer to help current graduates connect with employers within 16 weeks. Job search assistants are supervised by the chapter career coach. Each chapter establishes relationships with employers who have committed to interview graduates through the *EmployerImpact* program. A job search assistant monitors the 16 week placement timeline and can elevate issues related to this timeline to the career coach by creating a case.

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## Measuring Success

The NEC Get Back to Work Now program is assessed for its success on a quarterly basis. Success is measured through two milestones:

- 1- Annual placement ratio: Graduate placement rate of 70% or higher
- 2- Scalability: Territory expansion of Phase 1 - 5 within the allotted time schedule.

# Territory Expansion Plans

## PHASE 1:

**California:** Los Angeles, Orange County, San Diego, Inland Empire, San Francisco, San Jose

**Nevada:** Las Vegas

**Arizona:** Phoenix

**Oregon:** Portland

**Washington:** Seattle

**Colorado:** Denver

**New Mexico:** Albuquerque

## PHASE 4:

Kansas: Wichita

Missouri: Kansas City

## PHASE 5:

Illinois: Chicago

New York: New York

Pennsylvania: Philadelphia

Connecticut: Bridgeport, New Haven

## PHASE 5:

Florida: Tallahassee, Jacksonville

Georgia: Atlanta

South Carolina: Columbia

Alabama: Birmingham

## PHASE 2:

Texas: Houston, Dallas, Austin

## PHASE 3:

Wisconsin: Madison

Minnesota: Minneapolis

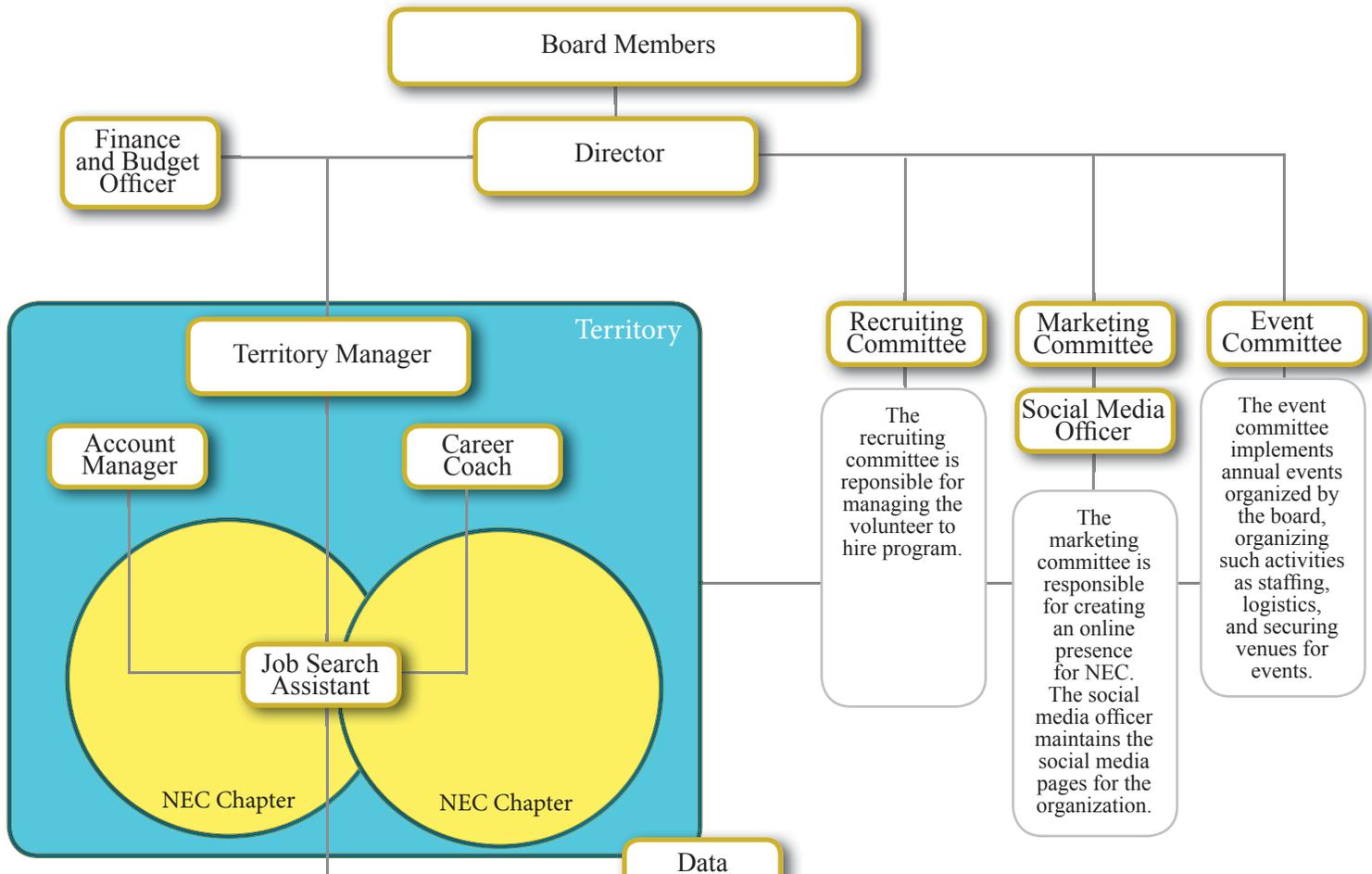
Iowa: Des Moines



# Our Team

*How is our team structured and who are the key players?*

The NEC team consists of a six member board, experts in their respective fields, one director, one territory manager for every territory, one career coach for every 150 graduate blocks, and one job search assistant for every 50 graduate blocks.



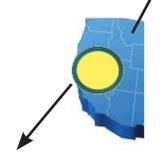
## How does the NEC team facilitate its mission?

### 1- Executive management initiate chapters

The NEC Director is charged with the responsibility of overseeing the program expansion phases within 32 U.S. Territories. Each territory holds a group of chapters managed by a territory manager working under the supervision of the NEC director. The Territory Manager is responsible for:

- a. Community outreach within each chapter
- b. Overseeing the territories achievement of the placement timeline

A territory may have multiple chapters. California is considered a territory.



A chapter is initiated in each territory to reach the population actively seeking employment. Los Angeles is considered a chapter.

### 2- Job Search Assistants assist with the job finding process

After applicants, referred to as “Partners”, have registered and completed the [Get Back to Work Now training](#), graduates referred to as “Alumni” receive assistance from a job search assistant, if needed. Issues unresolved are elevated to a Career coach. Job search assistants are responsible for:

- a. Ensuring partners become graduates
- b. Ensuring graduates are following the 5 step process outlined in the Hidden Steps©
- c. Elevating an unresolved case, created by a graduate, to a career coach

#### Get Back to Work Online Training Classes

Sessions 1 2 3 4 5 6

Each chapter registers applicants referred to as “Partners”. Partners join the GBTWN classes held online throughout the month. Partners can start anywhere between session 1-6, and as long as all 6 classes are completed, partners become graduates referred to as “the Alumni”.

Each chapter has an assigned job search assistant responsible for facilitating job placement for graduates (the Alumni).

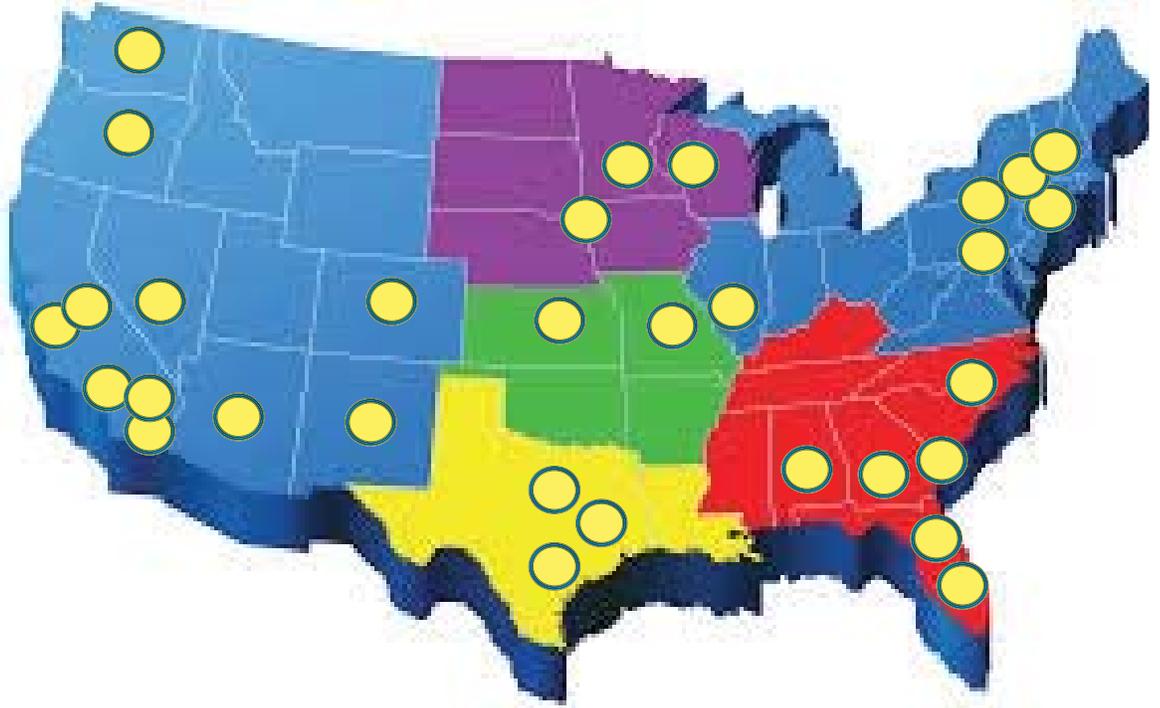


### 3- Career Coaches offer additional support

To achieve our mission, career coaches offer elevated support beyond those offered by the job search assistants. A career coach monitors multiple chapters within each territory. Career coaches work together with the executive director to achieve a 70% or higher placement rate. Career coaches are responsible for:

- a. Ensuring members donating to projects Hope and Hero to Hire receive 12 months of support
- b. Ensuring graduates with a case elevated by a job search assistant receive 30 days of support

# Territory Expansion Plan



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**Washington:** Seattle

**Colorado:** Denver

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