

Communications and Marketing:

Telling the ISD Story to the Public and Promoting ISD Services to Participants

January 12, 2017



***Special thanks to Bank of America for supporting
this webinar series.***



Agenda

Different terminology for Integrated Services Delivery

Broad overview of national communications

Communicating the impact of a network

Telling the story to community partners and clients

Broad overview of national communications

Carl Vogel
Vogel Editorial



Key elements of Integrated Services Delivery

Three services

- Employment/career counseling
- Financial coaching/education
- Income supports

Integration

Co-location

Coaching

Key elements of Integrated Services Delivery

Long-term support

Local organizations operate

National support network

Data driven

Proven results

- lisc.org/our-resources/resource/liscs-financial-opportunity-centers-surpass-other-programs
- lisc.org/our-resources/resource/lisc-study-employment-and-financial-services-help-low-income-people-make-progress

Core communications strategy

Know your audience

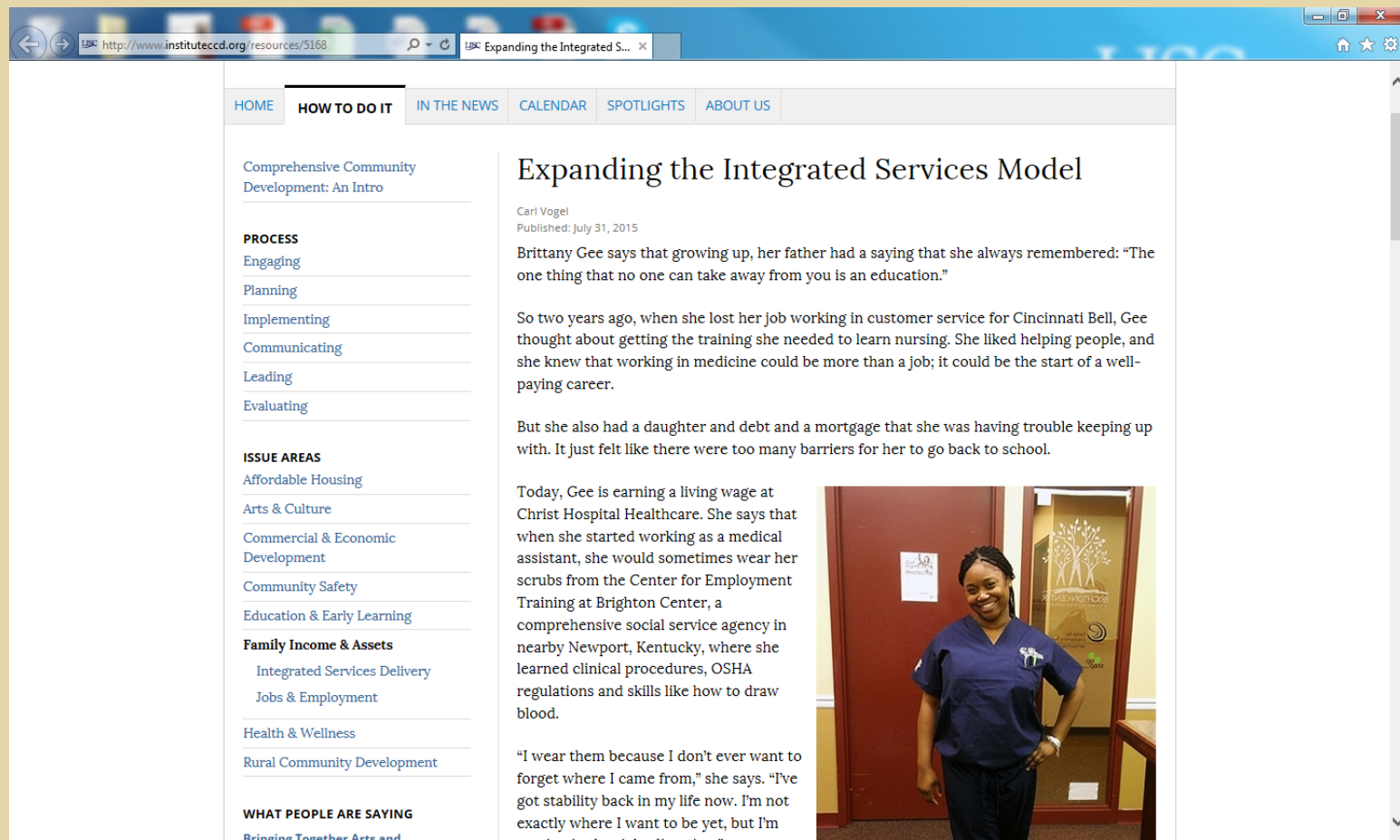
Be clear

Avoid jargon

Show *and* Tell

Be consistent

Core communications strategy



<http://www.instituteccd.org/resources/5168>

Core communications strategy

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Core communications strategy

LISC Financial Opportunity Centers

*By integrating employment, financial and income support services, **Financial Opportunity Centers** have a proven track record of helping low-income families across the country **improve their financial well-being.***

Financial Opportunity Centers help low-income workers by connecting and integrating three core services:

- **Employment services** include basic job readiness training, job-placement and advancement, as well as career coaching and connections to skills training.
- **Financial education** and coaching focus on issues such as financial management, credit building and asset building for long-term financial stability.
- **Income supports counseling** helps families access private and public benefits to temporarily smooth budgets as they transition to financial independence.

The FOC model is designed so clients get the most from these bundled services. The program places a high value on gathering and tracking data for continuous program improvement, for instance, with a customized system that measures changes in participant net income, credit score, long-term job retention and more.

FOCs use a relationship-based coach model rather than traditional case managers, predicated on the idea that clients have the resourcefulness to set and achieve their goals. Coaches listen, teach and offer moral support. FOCs also emphasize purposeful client flow—a seamless system of providing integrated services.

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Core communications strategy

Jargon:

Receipt of high-intensity services made a significant difference on achievement of major economic outcomes.

Rewritten:

When clients spent more time with their coaches, they were much more likely to find a job, keep their job or improve their household budget.

Core communications strategy

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Core communications strategy

Lessons are built around industry-specific content that clearly links to the types of situations students will encounter in their intended occupation.

A health care program, for example, might teach math concepts through medication dosages or with a blood-pressure monitor.

Core communications strategy

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Avoid jargon

Show *and* Tell

Be consistent

Elevator Pitch

Integrated service delivery helps low-income workers by connecting three kinds of support: employment services like job training and job placement; financial education like budgeting and improving credit scores; and income supports that help families access the programs that they're eligible for. The idea is that as coaches work closely with clients on all three aspects in an integrated way, the mix helps the clients both earn more and save more—the kind of impact that's more likely to lead to long-term financial security.

Several national organizations support networks of ISD programs that are each operated by local partners like community-based organizations, social service offices and community colleges. The programs use a "coaching" model, where the staff work closely with the clients and stick with them for much longer than traditional job placement programs, so the improvements can really take hold. ISD is a proven model, with data showing really good results in helping clients get a job, keep the job for longer, and build stronger household savings.

Communicating the impact of a network

Jacqueline Bureau
LISC - Detroit

Greater Detroit Centers for
WORKING
Families
An initiative of Detroit LISC and
United Way for Southeastern Michigan

LISC
*Helping neighbors
build communities*

LIVE UNITED
United Way 

Communicating the impact of a network

Brief history of the Greater Detroit Centers for Working Families network

Communicating the impact of the network

Audience

Key messages

Tools for messages

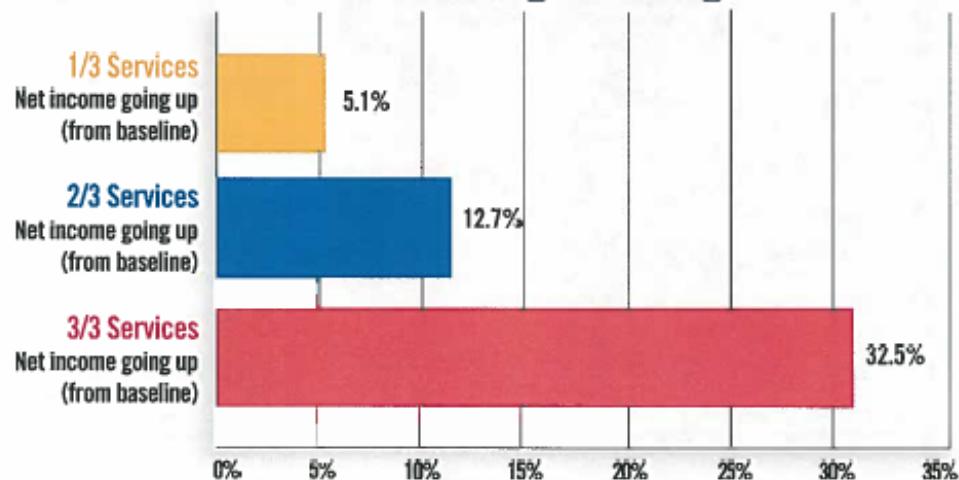
Site on-boarding – consistency of internal communications

BUNDLED SERVICES



Families are more likely to achieve financial success when they receive more services from the Centers for Working Families.

Service Bundling Percentage



The impact is clear!

Research supports the principle that families are more likely to achieve success and realize financial improvements if workforce development, financial coaching, and asset building are bundled, sequenced, and integrated into one "centralized accountability" model and delivery system.

Greater Detroit Centers for
WORKING Families

An initiative of Detroit LISC and
United Way for Southeastern Michigan



Contact a Greater Detroit Center for Working Families near you.

**Detroit - Central
Woodward (North End)**

A Focus: HOPE
1335 Oakman Blvd.
Detroit, MI 48230
313.494.5500

B Goodwill Industries
7700 Second Ave.
Detroit, MI 48202
313.577.4848

C Operation Able
4750 Woodward Ave., Suite 201
Detroit, MI 48201
313.833.0922

Detroit - Southwest

D SER Metro - Southwest Detroit
9301 Michigan Ave.
Detroit, MI 48210
313.945.5200

E Southwest Solutions
3427 West Vernor Highway
Detroit, MI 48216
313.841.9641

Oakland County, Michigan

F Lighthouse of Oakland County
46156 Woodward Ave.
Pontiac, MI 48343
248.920.4060

Wayne County, Michigan

G ACCESS (Arab Community Center for Economic and Social Services)
6451 Schaefer Rd.
Dearborn, MI 48126
313.943.8105

H The Guidance Center
550 Eaton St.
River Rouge, MI 48218
734.785.7705

Greater Detroit Centers for
WORKING Families

An initiative of DetroitLISC and
United Way for Southeastern Michigan

This brochure was in part made possible by a grant from the LISC Invest in
Economic Foundation through a partnership with United Way MetroWise.

Elevator Pitch

Would you want to invest in an innovative model that is data-driven and has a track record of success?

LISC's Financial Opportunities Centers is just that! FOC's empower individuals and families with a comprehensive approach to financial stability that includes job readiness, financial coaching to improve income and become financially stable.

LISC manages networks of FOC's in Detroit and across the nation, using our key intermediary role, we infuse our proven model within well respected neighborhood based organizations to implement the integrated service delivery model, with the ultimate aim to help individuals and families achieve financial stability.

We do this by providing key funding, technical assistance and infrastructure to support the organizations to effectively 'bundle' or integrate the workforce, financial and income support services, utilizing a 'coaching' approach to empower client to take charge of their financial futures.

Telling the story to community partners and clients

Samantha Sherman

Wesley Community Center - Houston



Coaching Approach

“All clients are creative, resourceful and whole”

Client story



Tailoring Hilda's story to the audience

Community Partners

- Hilda set her own pace
- It took all of the model components to support Hilda through her goals
- Hilda needed support from non-FOC sources when life got really hard

Clients

- Hilda never gave up
- The FOC are here to help along the entire journey
- The FOC experience is what you make

Elevator Pitch

Wesley's Financial Opportunity Center works with individuals and families who are trying to improve their future. We use a coaching model which focuses on the clients being the leader and we walk along with them as they describe their dreams for themselves and their families. We help plug in the resources, tools and education that they need to reach their goals. We focus our work in three main areas: income supports like helping folks apply for public benefits, financial literacy such as teaching them to budget or read their credit report and career development, helping them to initially find jobs, then find better jobs as well as access to training to build the career that they envision for themselves.

We work with folks usually for 3 to 5 years so once they reach one goal like buy a new car, we then move to their next which may be saving for their retirement or going back to school. The FOC model brings folks out of poverty, out of living paycheck to paycheck offering the tools for families to build financial stability and obtain their dreams.

Questions?



Thank you

