



# Philadelphia Employment 1st Path

October 2023-2025

## Goal Areas

### **Outreach**

- Parent advocacy groups
- Youth service providers
- Billboards
- Churches
- Love Park
- Community organizations
- Middle schools
- Newspapers
- Diner placemats
- Strategic board meetings
- Chamber of commerce
- Social media
- Bus marketing concourse at SEPTA hub
- Pier 47
- Rec centers
- Philadelphia Free Libraries
- Reading Terminal
- Sports complexes south Philly
- City hall concourse
- Job fairs
- Community boards
- Podcasts
- Conferences
- Business associations
- Neighborhood associations
- Welcome America celebration



## **Connection**

- Employment 1<sup>st</sup> Oversight Commission at quarterly meetings, Josie Badger (commissioner)
- Phila OVR staff meetings, Shari Brightful/Alex Shall BVRS
- PADDC Quarterly Meetings
- Deliverance Church/Rosalind Ellis
- School District of Philadelphia activities/schools
- Elected officials
- CareerLink offices
- Local business and neighborhood associations – community members
- Community events and festivals
- PA APSE
- Strategic connection with business community
- The Wardrobe / Assessment
- Habitat for humanity Restores/Assmt

## **Inclusion**

- A good life! Choice in life!
- Real jobs and livable wages
- Purpose
- Value
- A seat at the table
- Real transportation options
- Equitable hiring practices
- Belief that everyone can work
- Building relationships
- Reach a broader audience to make an impact
- Eliminate stigma
- Don't use human service lingo
- Have an everyday life!
- Accommodations to include everyone



## Workgroups

### **Organizational Change Workgroup**

- 3 organizations commit to apprenticeship
- Develop apprenticeship curriculum and run one cohort
- Develop “how to navigate OVR/Waiver”
- Partner with other committees
- Do panel presentations
- Recruit 3 more providers
- 30 Employment for All decals in businesses
- Bring back “Take your Legislator to Work Day”

### **Marketing, Education, & Engagement Workgroup**

- 1 mural project completed
- Improve social media presence
- Weekly updates to POTJ website
- Employment 1<sup>st</sup> resource table 6x/year
- Identify a public figure to do a PSA promoting Employment 1st

### **Transition Coordinating Council Workgroup**

- Utilize best practices to improve access to marginalized communities
- Increase resources and transition services
- Educate on benefits of early IDS registration
- Increase cultural competence



- Attend and/or connect with more transition events

## What does Employment Mean to You?

- Opportunity
- Inclusion
- \$\$\$
- Direction
- Connecting with others
- Happiness
- Independence
- Making friends
- Being productive
- Self-worth
- Ability to provide
- Autonomy
- Financial security
- Self-empowerment
- Freedom
- Power
- Connection & Purpose
- Security
- Purposeful routine