

# BRIDGE Community Employment Services



**2015 EMPLOYMENT FIRST CONFERENCE**

**LOCAL OUTREACH AND CONNECTION**

**APRIL 9, 2015**



# About Peg:



- **Executive Director**
- **BRIDGE for Community Life, Inc.**
- **Mother of 2 daughters; 1 with special needs**
- **Former Sales Manager**
- **UW River Falls graduate in Business and Education**
- **Motto: We are all in this together—let's have fun!**
- **Mission: Connect people in places on purpose**

# About You:



- Job seekers
- Family members
- Employment providers
- Long Term Care Staff
- Teachers
- Employers



# My Three Points



- **Get Laser Focus on Competitive Integrated Jobs**
- **Go where Employers Gather**
- **Achieve one Goal: Get BRIDGE clients hired**

# Laser Focus on Competitive Integrated Jobs



- **LASER FOCUS**
- **Take time to develop employment services**
- **Strategic BRIDGE Hires/program development**
- **Differentiated our company by these services**

# Laser Focus on Competitive Integrated Jobs



- **COMPETITIVE, INTEGRATED JOBS**
- Employment in the community
- **All working age citizens with disabilities**
- Prevailing wage, not less than minimum wage

# Go Where Employers Gather



- **Initial AEC efforts (Active Employer Council)**
- **Mailing Lists**
- **Coffee, Breakfast, Lunch, Repeat!**
  - CES Open House at our office
  - CES Community Information Meetings @ Employers' Sites
  - CES Employer Appreciation Breakfast
  - CES Monthly Employer Small Group Lunch and Learns

# Go Where Employers Gather



- Invest in Chamber of Commerce
- Belong to 5 in 2 county area
- Actively attend and network weekly
- Goal is 3 events per week for the company





# GOAL: Get BRIDGE Clients Hired



- Promote or Perish with staff
- Meet weekly with staff
- Provide sales training for staff
- Problem solve “speed bumps” as a team
- Keep track of job seekers status weekly with staff
- Send everyone to Job Developer Boot camp



# GOAL: Get BRIDGE Clients Hired



- Promote or Perish with Community (EMPLOYERS)
- Use speaking opportunities
- Use direct mail
- Use local press
- Use Social Media appropriately
- Reverse attend a community showcase
- Use EF Grant as a “track to run on”
- Do one or two events annually

# GOAL: Get BRIDGE Clients Hired



- Promote or Perish with Key Opinion Leaders
- Use Take your Legislator to Work
- Stay in touch with Movers & Shakers
- Offer Soft Skills Training to High Schools
  - Students
  - Staff
  - Parents

# Metrics of Success



- 71 Hires since July, 2011
- 29 Hires in last EF Grant Year
- Goal is 2 hires a month



# Metrics of Success



- **85 attendees at Soft Skills workshop**
- **Over 3000 Business Owners educated on EF**
- **Multiple annual contacts/year with Legislators**

# Employer Quotes



- **“BRIDGE gives people the resources to achieve success.” Traci Leffner, Sylvan Learning Center**
- **“ I wish I had BRIDGE for all my employees.” Bryan Soper, YMCA-Hudson**
- **“When I need another employee, I’ll go to BRIDGE first.” Ryan Flattum, RMF Auto**

# Contact Information



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# Community Information Meeting Invite





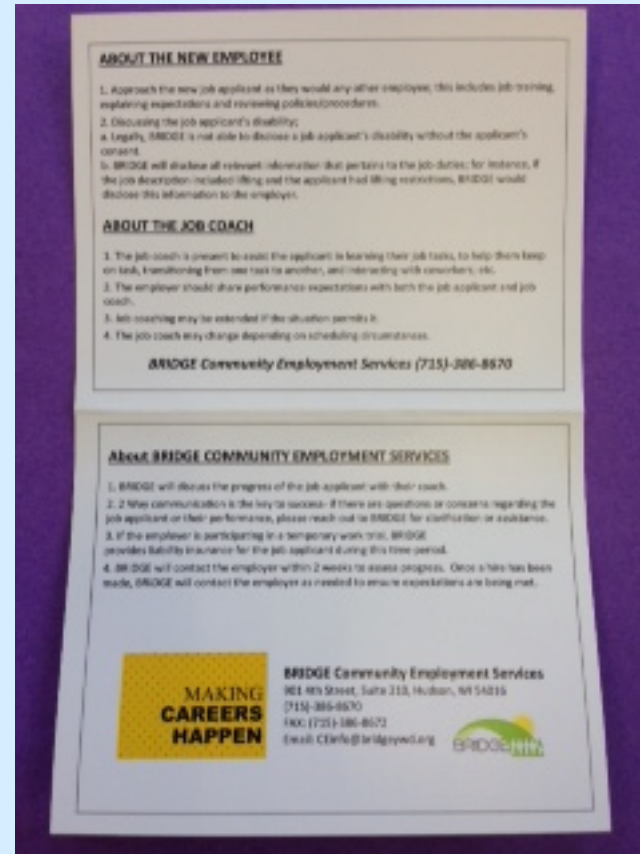
# Employer Appreciation Breakfast Invite



# CES Business Card



# Employer Information Tent Cards



# Final Thoughts



*Your Dream  
doesn't have an  
expiration date.  
Take a deep breath  
and try again.  
-KT Witten-*

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