

Training Provider 2023 Strategy Guide

Three Growth Strategies to
Drive Placement Outcomes

YUPRO 
YEAR UP PROFESSIONAL PLACEMENT
Skills First Placement



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Introduction



Training Providers Put Valuable Yet Untapped Labor Pools to Work

In the midst of a business environment that understands that a commitment to diversity, equity, and inclusion is not just the right way to conduct business, but a competitive advantage, you are putting highly talented and skilled yet largely untapped labor pools to work. Simultaneously, you're ensuring broader and more equitable access to economic opportunity via careers with family-sustaining salaries.

Enhance Program Placement Outcomes With a Mission-Aligned Talent Placement Partner

You know that learners in workforce training programs such as yours are more prepared to grow and advance with their employers, making them incredibly valuable for organizations willing to invest in training and offer career path advancement.

What if you could place more of your learners in careers with inclusive employers? What if, at the same time, you could enhance your program outcomes by extending robust wraparound services — such as career coaching, upskilling, and social supports — to your learners well beyond program completion? And, what if you could do all of this without needing additional funding?

By working with a mission-aligned talent placement partner, you can accomplish all of the above and more at no cost to you or your learners. Incorporating a talent placement partner in your 2023 growth strategy makes sense.

Here's what to look for in a partner.



Strategy 1



Comprehensive wraparound support services

Whether they've just graduated from your program or are years out from completion, you want your alumni to have access to professional job search coaching, upskilling, and pathways to career advancement. The right talent placement partner will offer these services.

Career Readiness, Job Search Coaching, and Social Services Support

Access to free and reduced fee services can make all the difference for your learners. Proven supports include: coaching; mentorship and peer support groups; ongoing upskilling opportunities; and social care support and resources, such as transportation solutions, child care options, and much more. These services increase the likelihood of successful placements, thereby improving your program employment outcomes.

TIPS



Ask if the talent placement partner offers career coaching and upskilling opportunities.

What about social supports?



Ask about their job placement success rates. How does their hourly wage compare with U.S. BLS average wage?



Strategy 1



YUPRO Placement's Services and Resources for Talent

YUPRO Placement's services include a professional job search boot camp that empowers your graduates and builds their confidence to take control of their job search, and much more. Your alumni will have access to:

Jobseeker Bootcamp with job search tools, resume creation, LinkedIn best practices, and interview strategies

Drop-in office hours to give talent a quick and easy way to seek out guidance or receive a resource

Sessions and panels focused on career advancement, with tools and resources always provided

Upskilling platforms with pathways to build and hone skill sets

Lifetime job placement support at no cost to talent — ever

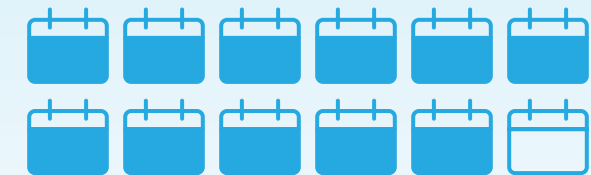
Support through our network of more than 875 free and reduced-fee social care services

High-Quality Wraparound Supports Lead to Long-term Placement Success

95% of YUPRO Placement talent complete their contract assignment, far exceeding the industry average of 68%.



YUPRO Placement talent average hourly wages exceed the U.S. BLS average wage by **25%**.



Average tenure on a contract assignment is **11 months** compared to the industry average of 10 weeks.

CASE STUDY

Prudential Financial partners with YUPRO Placement to bolster entry-level, skills-first placements

Prudential, whose subsidiaries provide insurance, retirement planning, and investment management services, has a deep [dedication](#) to skills-first hiring that reaches from the very top of the organization all the way through its ranks. A key part of that commitment is recruiting and hiring diverse talent with the skills, ongoing upskilling, and career and social service supports to successfully launch their careers.

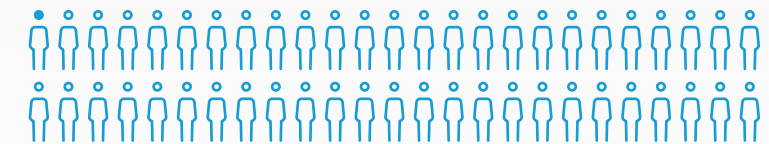
Career Coaching, Upskilling, and Social Service Supports Make All the Difference

Since 2020, Prudential has worked with YUPRO Placement, tapping into its **100,000+ diverse talent community** to support its hiring goals. Since then, YUPRO Placement has placed more than 50 contractors, apprentices, and full-time employees at Prudential. Along the way, YUPRO Placement offers extensive career readiness and career coaching programs; professional development seminars; and social service supports through our social care network.

Removing Barriers to Entry, One Placement at a Time

Aligned in our missions to create inclusive workplaces, Prudential and YUPRO Placement are removing barriers to hire entry-level and middle-skill underrepresented talent, one placement at a time.

As a member of our National Opportunity Workforce, your talent will be front-of-the-line for opportunities with Fortune 500 employer partners such as Prudential, who are seeking our unique ability to match untapped, ready-to-work talent with in-demand roles.



*YUPRO Placement has placed **more than 50 contractors, apprentices, and full-time employees** at Prudential.*

Access a robust network of employer partners

You're the expert at training tomorrow's workforce so they have the skills to be successful on the job. However, you may not be structured to place your learners beyond program completion or to provide all the support you'd like to give your alumni years down the road. This is where a mission-aligned talent placement partner can help.

By providing your alumni with access to a network of inclusive employer partners, a talent placement partner will help support your learners' career progression for years to come. At the same time, your program's employment placement outcomes increase and your learners have access to opportunities otherwise unknown, along with career support services that may serve as an extension to your services.



Talent Placement Partner Services and Tips: *Direct Hire and Contract-to-Hire Job Opportunities*

You want a talent placement partner offering both direct hire job opportunities and contract-to-hire assignments that lead to full-time employment. Focus on entry-level and mid-career job opportunities that align with your training and certification programs and do not require a 4-year degree.

TIPS



Review job descriptions and wages your alumni will be considering.

Ensure job descriptions are inclusive and wages are equitable and support fair market pay aligned with the skills required to do the job.



Consider ancillary services available for your learners once placed,

including continued coaching and mentorship; upskilling opportunities; access to in-demand certifications to support career progression; and wraparound social service resources including access to wellness resources, transportation, and child care, all proven to improve retention and engagement on the job.

Strategy 2



Talent Placement Partner Services and Tips: *Work-Based Learning Programs*

Ideally, your ready-to-work alumni may also be considered for [apprenticeships](#) with your talent placement partner's network of employers, meaning a job and a paycheck from day one. These earn and learn career opportunities help talent gain job experience while earning a fair market wage. And, by offering an onramp to careers in areas such as finance, software development, technology, and cybersecurity, they help amplify your program employment outcomes.

YUPRO Placement provides your alumni with access to our vast network of Fortune 500 companies and extensive wraparound services.

TIPS



Ask a talent placement partner if they offer earn and learn apprenticeships, ensuring that fair wages are embedded in the program.



Ask which employer partners are engaged in their apprenticeship program to confirm skills alignment with your program, which will increase placement outcomes.



Ask about talent learning opportunities for upskilling, such as offering industry-recognized certifications at no cost to your learners.



Ask how your learners will be supported through coaching and mentorship.



Then, ask about clear onramps to full-time employment opportunities.



Ask about placement proceeds and reinvestment in your mission through talent placement proceeds.

Strategy 2



Talent Placement Partner Services and Tips: *Work-Based Learning Programs*

ONRAMPS@WORK APPRENTICESHIP PROGRAM

YUPRO Placement's award-winning, all-inclusive earn and learn [OnRamps@Work Apprenticeship Program](#) serves as a bridge between skill development and full-time employment for underrepresented talent.

The 13- and 26-week programs offer upskilling pathways, professional development workshops and coaching, community-building, and access to free and reduced-cost social assistance programs, all while earning a wage with health benefits. Apprentices earn fair market wages and earn industry-recognized upskilling certifications while gaining experience at companies seeking to build diverse workforces across all career levels.

As a YUPRO Placement partner, your alumni will gain access to apprenticeships with our vast network of Fortune 500 companies. And, they'll have access to our extensive wraparound services.

Pursuing an apprenticeship with YUPRO Placement was one of the best decisions I have made. I know I would not be here if I did not take that leap of faith. I started my working career as a college dropout with no experience. Now I am pursuing my bachelor's degree from Rutgers University, and work at one of the best places to work in my dream department.

Reason B • YUPRO Placement Apprentice at American Express



Strategy 2



Talent Placement Partner Services and Tips: *U.S. Department of Labor (DOL) Registered Apprenticeship Programs*

Similar in benefits to earn and learn apprenticeships, [Registered Apprenticeship programs](#) offer talent access to hundreds of occupations in high-growth and emerging industries in 12- to 18-month programs supported by a DOL-certified curriculum, with apprentices earning fair market wages for the duration of the apprenticeships.

The average starting salary after completing a Registered Apprenticeship program (RAP) is \$77,000. Ninety-three percent of apprentices retain full-time employment after completion. And, upon completion, apprentices earn \$300,000 more over their lifetime compared with peers who do not complete apprenticeships. The benefit to you as a training provider is clear: your employment outcomes increase when your talent placement partner offers pathways to Registered Apprenticeship programs.

TIPS



Ask if your talent placement partner offers registered apprenticeships.

If so, which employer partners are engaged?
What wage is offered?
How long is the program?



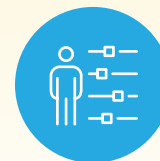
Then, assess how the career paths offered align with your training program.



Ask what talent skills are required for the program.



Ask if talent placement services are funded by employers or are expected to be paid by your organization or learners.



Request the conversion rate of apprentices to full-time employees.



Talent Placement Partner Services and Tips: *U.S. Department of Labor (DOL) Registered Apprenticeship Programs*

U.S. DOL-REGISTERED APPRENTICESHIP PROGRAM

As a nonprofit organization, you may not have the infrastructure or funding to design and support a Registered Apprenticeship program.

Consider a partnership with a RAP intermediary that offers the registered curriculum with industry-standard credentials, employer network, and wraparound supports to build career paths for your graduates.

These programs allow your alumni to avoid debt burdens of a four-year institution while earning fair market wages for the entire duration of the program. In the most recent fiscal year (ended Sept. 30, 2021), nearly [26,000 programs](#) helped more than 636,000 registered apprentices learn new skills.

OpenClassrooms Partnership

YUPRO Placement sources, recruits, and matches talent with Registered Apprenticeships while offering wraparound supports to ensure placement success in partnership with OpenClassrooms, and in the areas of IT support, software development, digital marketing, and data analytics.

This turnkey, all-inclusive approach is ideal for companies that are seeking to diversify their workforces, gain access to untapped talent, and build work-based learning programs but lack the infrastructure to do so.

\$77,000 is the average starting salary after completing a Registered Apprenticeship program.

TIP



Determine if a registered apprenticeship program is a viable career step for your alumni in partnership

with a RAP intermediary that also serves as a talent placement partner.

Strategy 3



A commitment to invest in your mission

Beyond committing to placing your learners with inclusive employers and supporting them throughout their careers, a mission-aligned talent placement partner will invest in your organization's success.

Programmatic Investments

A traditional staffing and recruiting firm is focused primarily on placing people as quickly and economically as possible. In order to best support your learners, and your employment placement outcomes, you'll want a talent placement partner that is invested in your success.

TIPS



Review the talent placement partner's mission and determine how it aligns with yours.



Ask how the talent placement partner will show their commitment to your mission.



Assess their team through a DEI lens. Are they diverse and representative of your learner community? What is their organization's commitment to DEI?

YUPRO Placement's commitment to an equitable workforce extends to you as a training provider partner. We invest in your mission each time we place your learners in a job by returning proceeds to your organization in the name of the employer.

*In 2022, YUPRO Placement has returned **over \$350,000 in proceeds** to their training provider partners and continues to give back with every job placement.*



*YUPRO Placement also partners with Grateful to amplify its positive impact and has extended charitable giving cards to employees, clients, and partners. It has provided **100+ nonprofits** with contributions in the past 12 months.*

Conclusion



Aligned in Missions, Committed to Outcomes

With a socially responsible, mission-aligned talent placement partner, you can stay focused on training the workforce of tomorrow. Align with a talent placement partner that will ensure your learners are placed with inclusive employers and have access to ongoing upskilling and career development support.

Support Your Alumni Long After Graduation

By doing so, you can take comfort in the fact that your holistic approach to your learners' career development will support them well beyond graduation.

Through a mission-aligned talent placement partner, your alumni will have access to an extensive network of inclusive employer partners that broadens job opportunities after program completion. You'll enhance employment outcomes without tapping into program funding. In fact, talent placement partners, such as YUPRO Placement, will invest in your program with each alumni hire.

Together with your mission-aligned talent placement partner, you will be building our nation's diverse workforce and fueling opportunities for all.

Now that's a win for everyone.



About YUPRO Placement



YUPRO Placement is the industry-leading skills-first placement firm bringing together a purposeful workforce ecosystem that champions sourcing, recruiting, retaining, and advancing traditionally overlooked talent. Since 2014, companies of every size and sector have trusted YUPRO Placement as their preferred partner to deliver strategic, skills-based hiring solutions with access to diverse, career-ready talent from an exclusive, nationwide network of mission-aligned nonprofits and upskilling partners. Today's top employers build diverse and inclusive workplaces with YUPRO Placement while creating pathways to upward economic mobility, because placement with social impact is better business.

Placing Our Diverse Talent Community With Inclusive Employer Partners

At YUPRO Placement, we match our talent with employer partners who commit to an inclusive workplace that starts with skills-first hiring focused on removing barriers for entry-level and middle-skill talent. And, we continue coaching talent on the job and have regular performance discussions with their managers. Our high-touch approach increases retention on the job and positive outcomes for our talent.

To learn more about how we can launch careers together, reach out at partnerwithus@yupro.com.



Contact Us

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