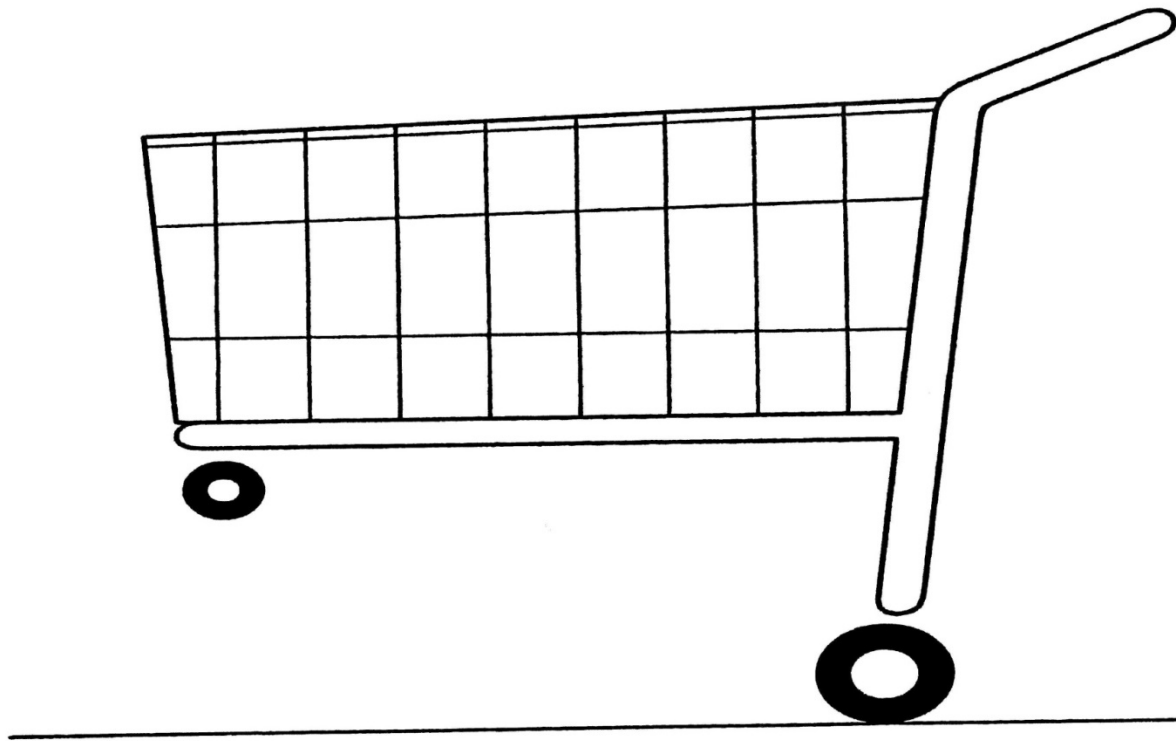


**We are a workforce  
development program**

**The new WIOA  
outcomes are centered  
on employment**

What do you observe about this newly redesigned shopping cart?



**When shown something new we tend to think about how it will (or won't) work in our current situation. This cart won't work well in our current grocery stores.**

**But what if it was used in a remodeled store?**

**We need to change  
our store (our program)  
to use our new  
WIOA shopping cart**

# What is this?



# **We need a paradigm shift**

We are no longer a GED and ESOL program that also helps people prepare for employment or college.

**We are a college and career readiness program**

# **College and Career Readiness**

## **We help people**

- **Learn English**
- **Earn a high School equivalence diploma**
- **Improve basic skills for success in college and employment**

# It matters how things are presented.

Which gym ad appeals to you?





# **It matters how things are presented.**

How do we present our program?

- **To prospective students**
- **To community partners**
- **To funders**

# What do we need to do to make the paradigm shift?

- How we talk about the program
- Publicity
- Orientation
- Our classrooms
- Instruction