

EveryoneOn Secures Funding to Deliver Workforce Development Digital Skills Training



EveryoneOn engaged Carnegie Corporation of New York to support digital skills training and LinkedIn learning courses that boosted JCHA residents' employment skills

90%

of participants reported creating a LinkedIn profile

Preparing residents for sustainable employment

The Jersey City Housing Authority (JCHA) was formed in 1938 to provide decent, affordable housing for low-income families, seniors and persons with disabilities. JCHA is New Jersey's second largest public housing authority, serving over 15,000 residents who are primarily 80% Black and 20% Latino. JCHA offers residents a range of programs, with an eye toward helping residents prepare for and secure sustainable employment.

Two key programs are Self Sufficiency and Workforce Development. According to JCHA, the programs are meant to "Increase the proportion of working families...and will do so by promoting and supporting residents' efforts to gain, sustain and improve employment... ." JCHA's larger plan has been to provide holistic digital access and skills training, knowing the critical role digital knowledge is to compete in the modern workforce. Back in 2016, many residents did not have careers or wanted to advance their careers, but also did not have devices to search for jobs online or create resumes. Thus, JCHA began to seek funding for a digital inclusion program, but funding was not making its way to the Northeast at that time. That changed when JCHA connected with EveryoneOn.



The training taught me customer service skills that helped me find work-from-home positions. And learning LinkedIn helped me job search more efficiently.

— WANDA

Funding a digital skills-building program

Four years after JCHA's initial idea to offer holistic digital inclusion services to residents, EveryoneOn secured funding from the Carnegie Corporation of New York and collaborated with JCHA to bring the trainings to the residents. Carnegie committed to funding a digital skills training class that met twice a week for a full year. JCHA was already wired for broadband and PlanITROI provided laptops. The next step was to create a digital skills training class to help residents attain their goal of workforce preparedness. However, these weren't basic entry level skills classes. Modeled after EveryoneOn's Best Buy Bridges to Tech digital workforce development programs, EveryoneOn trained residents in marketable skills. Residents expressed a keen interest in using LinkedIn Certifications over other courses for a few reasons: LinkedIn courses are easy to use, there are many course options and certifications people earn are featured on their LinkedIn profiles, giving people credibility with potential employers.

Converting knowledge into income

A total of 20 residents completed the year-long program - no small feat for people living in under-resourced communities with critical competing priorities like childcare and putting food on the table. Participants shared how efficient they became using a computer, learning new skills, creating resumes and applying for jobs. 90% reported setting up a LinkedIn profile and 73% reported using their laptops regularly. Residents certified in topics such as communications, IT, human resources and program management. One participant secured a full-time job with a vertical gardening company, and another found a customer service position. The program was so successful that JCHA launched a digital speaker series for residents to learn more about different tech careers, and is planning to open a digital lab so residents have ongoing training to access better opportunities for themselves and their families.

If you would like to learn more about EveryoneOn and investing in digital inclusion in under-resourced communities, visit www.EveryoneOn.org or contact us at support@EveryoneOn.org.