**Project REBUILD, Inc.**

**Best Practice on Re-engaging Post-Program Participants, Follow-up and Retention**

**ACTIVITY:** Make-Ready “Blitz” Day

**GOAL(S):** 1) re-engage former participants to meet DOL grant requirements, 2) secure placement and/or retention proof, 3) offer additional training opportunities, 4) provide opportunities to re-engage alumni for updated information, 5) obtain some additional help with a current project

**PLANNING:**

- One Month Prior – coordinate with Construction Manager & Construction Trainers a day. Preferably this is a day when other participants are not on site.
- One Month Prior – coordinate with Fiscal Manager and create a budget for the day. In this case, we budgeted for everyone to receive a flat rate for a full day and less than half of that for a half day. All participants were paid that day and from the PR Futures, LLC account.
- Two Weeks Prior – extend invitations to former participants. In our case we had three cohorts that had exited during this grant period. Of those, we were having difficulty re-engaging and/or getting placement proof for eleven. Using Facebook and text, all eleven were invited. Within a few hours I had RSVPs from ten who were planning to come.
- One Week Prior – coordinate work site locations with Construction Manager. We are fortunate to have had a number of make ready units on our schedule. Some of those were in the same housing complex and a couple were within the same building. While we wanted to achieve some productivity goals for the day, we knew that too many in one unit would be counter-productive. We chose two units in two buildings next door to each other.
- Two Days Prior – reminder via Facebook and Text of day/time and required attire
- One Day Prior – assemble all supplies for day. In our case, we took our grill and food to cookout at the park for lunch.
- One Day Prior – another quick reminder via Facebook and text.
RESOURCES NEEDED:

- Recent Contact Information for Graduates
- Work Site Locations
- Materials and Equipment for the day including extra tools for participants understanding that many of them may not bring the previously-issued tool bags on that day
- Transportation

ACHIEVE DESIRED OUTCOMES?

- In our case, we did achieve our desired outcomes. With somewhat minimal effort, we were able to get placement and/or retention proof for nine graduates that we were struggling with.
- We painted nearly 85% of two make ready units in the day and then went to another location and pulled lockers from an old school to reinstall in our training center.
- The total costs for the day were less than $1,000 with the income from those two make ready units being $3,000.
- We spent the day reconnecting with former participants, strengthening the relationships that were in place, and increasing the odds of them coming back to do another day. (I’ve already received requests!)