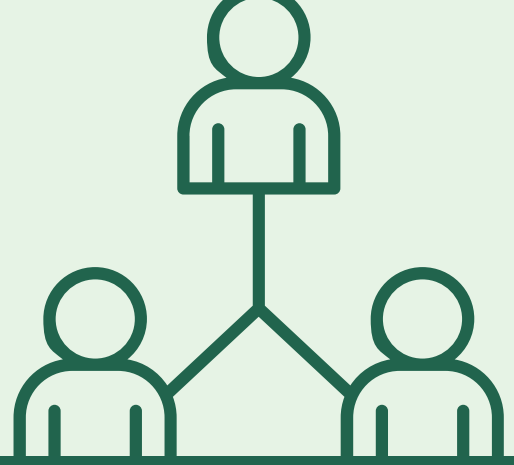




## Community Partnerships

# How to Pitch a Partnership with Your Economic Empowerment Program to: Education Programs



## Purpose

This resource provides: (1) a list of roles that education programs can play in supporting economic empowerment programs; (2) a sample “elevator pitch” you can use in outreach to education programs to help them understand how a partnership may be mutually beneficial, and (3) a list of common challenges inherent in partnerships with education programs and strategies to prepare for and mitigate those challenges.

## How can education programs support the economic empowerment program and participants?

Identifying roles that education programs can play in a strategic partnership can help you determine whether you need this partnership and how to tailor your outreach to them.

### Education Programs can:

- Provide free or low-cost classes in Adult Basic Education (ABE), reading, writing, math and English.
- Provide courses and testing support for a GED, HiSET, or high school diploma.
- Provide short-term (8–15-week, 150-600 hour) accredited job training programs.
- Provide digital literacy training to increase computer skills for employment.
- Provide one-on-one education counseling to identify education goals, develop a tailored education plan, and enroll in a degree or career and technical education (CTE) programs.
- Provide support with financial aid, FAFSA application, and access to scholarships.
- Provide job readiness training and continuing education courses in various subjects to enhance skill development.
- Coordinate outreach events to promote educational opportunities and supportive resources.
- Provide supportive services to enrolled students such as food, transportation, and more.

## Who is this resource for?

This resource is for organization and/or program leaders administering economic empowerment programs, and program staff who provide direct services. It may be useful in both crisis intervention and long-term services.



# How to pitch a potential partnership with education programs

This section provides sample language to use when seeking to build a relationship with an education program. This “elevator pitch” can be tailored and incorporated into initial email outreach or introductory meetings.

## Introductory Email/Outreach Template:

“I’m reaching out on behalf of [Agency Name], a local nonprofit dedicated to supporting individuals and families affected by [type of victimization, e.g., domestic violence, human trafficking, etc.]. We are currently seeking education programs to support our [name of economic empowerment program] with [Insert role you are in need of].

[Program name] aims to connect survivors to the education and certification opportunities they need to achieve financial independence. As an education provider, you play a critical role in providing certifications, credentials, and degree opportunities that build a skilled workforce.

We would like to explore a partnership that connects our program participants to your educational and career training programs. By partnering with us, we can support you with recruitment, pre-enrollment preparation and case management that improves student engagement and outcomes in your degree and credentialing programs.

If you’re interested in learning more or would like more information, please reply to this email or contact me directly at [phone number or email]. Your contribution, no matter how big or small, will make a significant difference in the lives of those we serve.”

## What are common challenges in engaging education programs, and how can these be mitigated?

This table provides victim service agencies/advocates with common challenges in engaging education programs and potential solutions for navigating those challenges.

| Potential Challenge                                                                                                                                                       | Potential Solution                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Challenges in Navigating the Partnership                                                                                                                                  |                                                                                                                                                                                                                                          |
| <b>Confidentiality and Data Sharing Barriers:</b><br>Education programs may request student data or progress reports that conflict with VAWA confidentiality protections. | <b>Co-Develop MOU, Data Sharing and Confidentiality Agreement:</b> Co-develop a data sharing agreement and MOU that specifies what can and cannot be shared, and train education program staff on survivor confidentiality requirements. |



| Potential Challenge                                                                                                                                                                                                                                                                                                                         | Potential Solution                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Challenges Survivors Face When Engaging with This Partner                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p><b>Length of Education Program:</b> Some education programs require several years of classes before benefiting from the degree or associated licenses. Prolonged educational benefits and outcomes may discourage survivors who are looking to enter the workforce immediately from participating and completing education programs.</p> | <p><b>Explore Short-Term Credential Programs:</b> Victim service agencies and survivors lack awareness about the range of micro credentials and short-term training programs. Education partners can provide cross-training on education pathways that offer <a href="#">short-term credentials, microcertifications and stackable degrees</a> that can be completed in 2 years or less. These programs which are often available through local community colleges, adult schools and American Job Centers can help move survivors into skilled work faster than traditional 4-year college or graduate programs.</p> |
| <p><b>Financial Barriers:</b> Survivors may not have the financial resources to pay for the tuition, books, and technology needed to complete an education program. The high costs may impact access and retention in degree or certification programs.</p>                                                                                 | <p><b>Leverage State and Local Funding for Education/ Training:</b> Victim service agencies can partner with admission and enrollment specialists to help survivors explore and navigate scholarship funds, tuition waivers, financial aid and workforce training grants such as Pell Grants., <a href="#">SNAP Employment &amp; Training</a> financial supports</p>                                                                                                                                                                                                                                                  |
| <p><b>Navigating Basic Needs and Flexible Schedule Needs:</b> Survivors may struggle to attend classes consistently due to limited transportation access, support with childcare and the need for flexible schedules to handle court dates, safety planning, healthcare needs and more.</p>                                                 | <p><b>Explore Hybrid/Online Options:</b> Victim service agencies can help survivors explore hybrid/online education options that allow survivors to work around their schedule and childcare needs. They can also partner with education partners to identify supportive services that are offered to students. These supportive survivors could help connect survivors to transportation vouchers, campus or community childcare programs, childcare subsidies and more.</p>                                                                                                                                         |

