



CHANGE THE CONVERSATION CHALLENGE

Workforce development practitioners have huge potential to create a more inclusive economy by rethinking the way they partner with employers.

The AdvoKit, developed by Cara Plus, provides the roadmap to help workforce organizations do this by providing tactical steps they can take to: **(1) cultivate deep relationships with employers**, and **(2) help their employment partners adopt more inclusive hiring practices** that increase access to more jobs and greater mobility for their job seekers.

To help workforce development and social enterprise practitioners adopt these learnings – and test new practices together – we are launching the **Change the Conversation Challenge**. Between January and March 2023, workforce practitioners who engage with employers – or aspire to – are invited to join one of three compensated opportunities:

1 JOIN A LEARNING COHORT

If you're looking to maximize your learning, **join us for three virtual chats in January, February, and March 2023** to dig deeper into the insights from The AdvoKit, workshop challenges, and celebrate progress as you test new ways to deepen relationships and advance inclusive practices with employers.

2 SHARE YOUR SUCCESSES AND WHERE YOU NEED MORE HELP

If you have what you need to move forward, do the work on your own! Once you have tested new practices, **attend a virtual debrief session in March** to share how you applied knowledge gained from The AdvoKit to your organization's practices – including what worked (and how it helped an employer to think differently), what didn't, and what help you still need.

3 SHARE WINS ON LINKEDIN

If you want to deepen engagement with your community and share your successes with your network, **respond to our Change the Conversation Challenge prompts on LinkedIn**, describing what you've learned and achieved by applying the knowledge gained from the toolkit.

This toolkit was developed by [Cara Plus](#), based on learnings from [Cara Collective](#), a 30+ year-old national workforce development organization headquartered in Chicago, Illinois. Since 1991, Cara has moved untapped talent into 13,000+ quality jobs at a 70% same-firm, one-year retention rate – which is 20 points higher than the national average.

DECEMBER 2022 - REVIEW AND PREPARE

To help you think through your strategy, use December to:

- Read The AdvoKit individually or as a team to determine what strategies you'll test in January and February 2023
- Pick a challenge opportunity as an individual or team
- Attend our learning session on The AdvoKit on December 13. [Register here >](#)

JANUARY – MARCH 2023: PARTICIPATE IN THE CHALLENGE

1 JOIN A LEARNING COHORT

Join our Learning Cohort of workforce development practitioners to workshop challenges and celebrate progress as you build and strengthen partnerships with employers in your community.

THE DETAILS:

To be a part of the Learning Cohort, we ask that you:

1. Attend the 30-minute kickoff meeting on **Friday, January 13** from 11 am – 11:30 am CT or have a phone call with us if unavailable.
2. Attend two of the three one-hour virtual Learning Cohort conversations. The topics and meeting times are:
 - **Friday, January 27:** Cultivating Deep Employer Relationships, 11 am – 12 pm CT
 - **Friday, February 10:** Advocating for Job Seekers for Specific Roles, 11 am – 12 pm CT
 - **Friday, February 24:** Helping Employers Adopt More Inclusive Hiring Practices, 11 am – 12 pm CT
3. Participate in a final meeting to debrief your experience, including what you tried, what worked, and what didn't. You only need to attend one debrief session, so opt in to the time that works best for your schedule.
 - **Thursday, March 2** at 1 pm – 2 pm CT
 - **Thursday, March 9** at 10 am – 11 am CT

GET STARTED:

To register, [please sign up here](#) by **Friday, January 13, 2023**, and we will send you details for each session.

2 SHARE YOUR SUCCESSES AND WHERE YOU NEED MORE HELP

If you have what you need to test new strategies in January and February 2023 on your own, just join our Change the Conversation Challenge debrief to unpack difficulties and uplift successes that you experienced during the challenge.

THE DETAILS:

In March, we will host two debrief sessions to share out experiences from the Challenge. The two sessions will cover the same material, so opt in to the time that works best for your schedule:

- **Thursday, March 2** at 1 pm – 2 pm CT
- **Thursday, March 9** at 10 am – 11 am CT

GET STARTED:

To register, [please sign up here](#) by **Friday, January 13, 2023**, and we will send you details for each session.

The final way you can be part of the Change the Conversation Challenge is by sharing your organization's big and small wins over LinkedIn once you've applied The AdvoKit strategies. Every two weeks, we will ask you to try out a new strategy outlined in The AdvoKit that either cultivates employer relationships or advises your existing employment partners on how to make their hiring processes more inclusive of job seekers in your community.

THE DETAILS:

Beginning Tuesday, January 17, a short Challenge prompt, including page numbers in The AdvoKit for reference, will be posted on Cara Plus's LinkedIn and emailed to your inbox. Throughout the months of January and February, you can either:

- Comment on Cara Plus's post, describing how you put the recommended strategies into practice and what you learned from the experience
- Post and share on your LinkedIn, tagging @CaraPlus and using the hashtag - #ChangeTheConversation

GET STARTED:

[Please sign up here](#) by Friday, January 13, 2023.

COMPENSATION

We understand that time is valuable and we want to compensate organizations that take the time to actively engage with the Change the Conversation Challenge. Compensation will be addressed to each organization that participates in one of the opportunities, regardless of the number of staff that participate. Below, please find the compensation levels, based on the three opportunities outlined above:

1 JOIN A LEARNING COHORT

The first 40 organizations that sign up for this opportunity – and attend the kick-off meeting, two virtual learning cohort meetings, and a debrief session – will receive \$500.

2 SHARE YOUR SUCCESSES AND WHERE YOU NEED MORE HELP

The first 30 organizations that sign up for and participate in one of the Challenge debrief sessions will receive \$200 (organizations that participate in the Learning Cohort are not eligible, as they will already receive financial compensation for participating).

3 SHARE WINS ON LINKEDIN

We will provide \$50 per post for the first 50 posts on LinkedIn that lift up strategies your team has employed from The AdvoKit. Make sure to tag @CaraPlus and use the hashtag #ChangeTheConversation (up to five posts per organization, regardless of whether they participate in one of the other two Challenge opportunities).

Additionally, all organizations that complete one of the Change the Conversation Challenges will **automatically be entered into a drawing to win \$1,000 (two organizations have the chance to win) or \$500 (one organization has the chance to win)**, which will be announced via email and on Cara Plus's LinkedIn page on March 13, 2023.*

* Organizations that only participate in Opportunity #3: Share Your Wins on LinkedIn must post at least twice to be entered into the drawing.