



working for women™

Connecting Women to Jobs: CareerCircle and Working For Women Unite to Transform Women's Lives

CareerCircle is partnering with Working For Women (W4W) to advance its mission of helping women reach financial independence.



Introduction

CareerCircle is partnering with Working For Women (W4W) to advance its mission of helping women reach financial independence by connecting them to jobs, investing in training and education, and changing the conversation surrounding the barriers facing women in the workplace.

In a world where financial independence can transform lives, CareerCircle and Working for Women (W4W) have united to make a difference. CareerCircle, dedicated to connecting underserved communities with career opportunities, and W4W, focused on creating pathways for women's financial independence, joined forces to provide women with the tools and opportunities they need to thrive.





Seeing the Problem: W4W's Journey to Effective Solution

W4W's mission is to help more women reach financial independence by connecting them to jobs, investing in training and education, and changing the conversation surrounding the barriers facing women in the workplace.

The organization has successfully built programming such as skills workshops and mentorship programs. In order to create long-term, tangible impact, they were looking for the right partners with employment placement programs that connect women directly to jobs. A partnership with CareerCircle was the perfect opportunity to make this connection.

The Beginning of a Powerful Partnership

The partnership between CareerCircle and W4W began with a shared vision of empowering women and fostering economic independence.

Elizabeth Stanley, the Director of Programming at W4W, recalls recognizing the alignment between their missions. “When I came on board, I delved into researching CareerCircle and realized the tremendous opportunity we had,” she said. “Their focus on tangible outcomes, like job placements, set them apart.”

Elizabeth saw the potential for a collaboration that would provide real, measurable benefits for women. W4W’s programs already offered skills training and mentorship, but the partnership with CareerCircle introduced a crucial element: a direct path to employment. With CareerCircle, W4W could provide a comprehensive program bridging the gap between training and meaningful employment.

Elizabeth noted the importance of focusing on job placement as the ultimate goal. “We initially emphasized certification but realized the real win was in job placement,” she said. “By honing in on that, we saw greater interest and commitment from our participants.”

The women in W4W's programming often juggle limited time and resources, making it essential that any program they commit to results in tangible benefits. “It’s a lot to ask women to commit time to something that doesn’t help take care of their kids, pay a bill, or provide more immediate benefits,” Elizabeth explains. CareerCircle's emphasis on job placement support and advocacy was a critical differentiator, ensuring participants saw a clear path to employment.

“We initially emphasized certification but realized the real win was in job placement. By honing in on that, we saw greater interest and commitment from our participants.”

- Elizabeth Stanley
Director of Programming
at Working For Women

Creating Pathways to Success

CareerCircle's approach involves two key components: CareerReady and CareerAdvocacy.



CareerReady

This component of the program focuses on equipping women with relevant, in-demand skills that align with their career goals and interests. CareerCircle's Certificate and Job Advocacy program matches underrepresented candidates with the training they need to succeed in today's job market. Through this program, participants receive certificate training that enhances their employability and ensures they possess the essential skills required by employers. The commitment to high completion rates is supported by ongoing assistance from a designated Member Experience Advisor, who provides continuous support and encouragement, helping participants stay on track and motivated throughout their learning journey.



CareerAdvocacy

CareerCircle's Job Advocacy program connects underrepresented job seekers with organizations actively seeking diverse talent. This program offers comprehensive job search support to help individuals find meaningful work opportunities. Dedicated recruiters serve as member experience advisors, providing personalized guidance and mentorship. They ensure that each participant feels supported throughout their journey, assisting with resume building, interview preparation, and networking opportunities. By fostering these connections, CareerCircle empowers women to gain skills and also secure positions that reflect their ambitions.

This dual approach of skill development and personalized advocacy was instrumental in the partnership's success, enabling women to transition from training to meaningful employment with confidence and support.

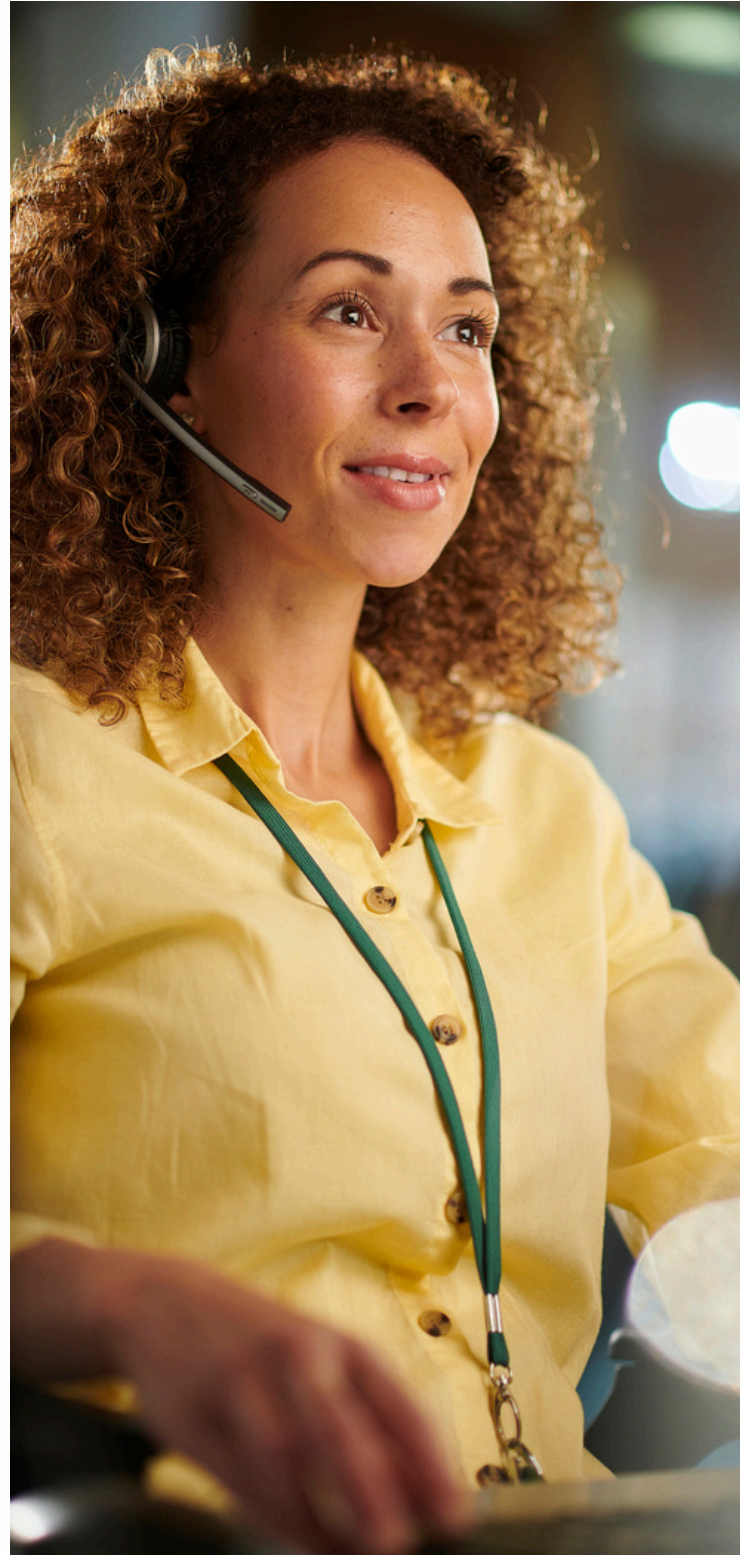
Personalized Program Support

CareerCircle's member experience advisors ensure every participant receives tailored support and attention, helping them navigate their career journey.

By combining skill development with dedicated mentorship, they ensure that women are trained, fully prepared, and confident to enter the workforce.

Elizabeth noted, "Our collaboration with our member experience advisor, Katrina, has been a crucial factor in the success of our partnership. She genuinely cares about every woman in the program, ensuring each participant feels valued and individually recognized. It's like having someone truly in your corner."

This personalized support was crucial in ensuring participants completed their training and felt confident and prepared to enter the workforce.



Real Stories, Real Success: The Human Impact

The partnership between CareerCircle and W4W has resulted in some truly remarkable success stories:

- **100% Completion Rate:** The first cohort achieved a 100% completion rate for their certificates. Elizabeth was thrilled with the results, “All participants completed the program. It was amazing.”
- **High Participant Engagement:** The personalized attention provided by the dedicated CareerCircle advisor created a supportive environment that directly contributed to the participants' success. This individualized guidance led to higher engagement, increased confidence, and, ultimately, successful completion of the program, setting participants on a path toward long-term career growth and stability.

The impact of CareerCircle’s and W4W’s joint efforts are best illustrated through the stories of the women it has helped. One participant, who swiftly completed the program, recently landed a job in program management. She credited her success to the skills and confidence gained through this partnership. “This is exactly what we aim for,” said Elizabeth. “To see women not only complete the program but also secure meaningful employment is incredibly rewarding.”



"I'm excited to share that shortly after completing my Google Career Certificate, I took on a part-time contract role as Program Coordinator for the Spring 2024 hybrid series of the We Speak We LEAD (WSWL) program. This position allows me to apply my skills in job readiness and professional English learning to empower women in the NYC workforce and higher education."

- **Binny Rosario**
Working For Women Member

The Ripple Effect: Broader Impacts and Future Goals

The success of the CareerCircle partnership has inspired W4W to expand the program and reach more women.

Elizabeth reflects on the broader impact: “CareerCircle’s work is solution-driven and makes a real difference. We want to extend this program to as many women as possible. The ongoing relationship with CareerCircle is pivotal in this endeavor.”

The partnership has also helped change perceptions and drive action to address barriers women face in the workplace. Elizabeth emphasizes, “Women’s equity and financial independence has been a known issue for a long time, yet we are barely moving the needle on progress. In partnering with CareerCircle, we are able to meet women where they are at and empower them with tools and, most of all, opportunities to advance.”

Continuing the Journey of Empowerment

The collaboration between CareerCircle and Working for Women demonstrates the power of combining skill development with dedicated mentorship and direct pathways to employment. By focusing on job placement and skill development, CareerCircle has helped contribute to W4W’s mission of helping more women reach financial independence.

To support these efforts and help more women reach financial independence, visit [CareerCircle’s website](#) and learn how your organization can make a difference. Together, we can create more success stories and continue to drive positive change in our communities.

