



## PROMISING PRACTICE

### Partnerships and Recruitment

#### Pathway to Success in Healthcare at Community College of Allegheny County

## No path is forged alone.



The Community College of Allegheny County (CCAC) in Pennsylvania works to connect low-income individuals and Temporary Assistance for Needy Families (TANF) recipients with one of its many healthcare training programs. The **Pathway to Success in Healthcare Grant (PSH)** program allows CCAC to extend its outreach to people and places often overlooked.

Through this HPOG-funded grant, CCAC expanded its efforts to recruit more TANF recipients. The college ran a three-month advertising campaign that encompassed billboards, bus shelters, public transportation, and radio ads. It also fostered a partnership with the Women and Girls Foundation (WGF). After learning from this relationship, CACC intends to form strategic partnerships with other similar agencies like domestic violence and women's shelters.

PSH program directors attended an HPOG-sponsored coaching cohort to develop a better outreach strategy.

As a result of this cohort, CCAC hired a recruiter to better understand the needs of the TANF population. The recruiter has attended over 100 events and spends time every week in employment services and TANF offices to build relationships with participants.

Aid given through TANF has an end date, which is anywhere from a few months to a few years. Recipients are often unprepared once it runs out. To combat this, the Pathway program continues providing assistance while students work toward graduation.

**Entrance into this program provides short-term help while in school, but it also assures long-term security in the growing healthcare field.**

This Promising Practice was self-identified by the grantee and information contained in this document was provided by the grantee.