

FOR IMMEDIATE RELEASE

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## **CORE WORKNOW Exceeds Goal With 200<sup>th</sup> Connection**

*Employment platform builds community, increases family sustainability and develops future workforce*

DENVER – WORKNOW Colorado celebrates its 200<sup>th</sup> connection to local construction jobs since the recruitment, training and placement partnership launched in October 2017. The employment platform is presented by Colorado Resource (CORE) Partners, a partnership of 11 leading local community organizations advocating for and working to connect men and women to high-paying jobs with robust growth paths in the construction industry.

WORKNOW connects community resource and training organizations, working families, and construction companies to build community benefits from economic development projects through employment, and to expand the pipeline of local workers for a high-growth industry. Individuals and families enrolled in WORKNOW are connected to skills training and support services such as childcare, transportation resources, and job tool/equipment cost assistance.

“The early success of WORKNOW confirms the need for increased collaboration among families in the community, construction contractors, and regional economic development projects so that the entire Denver metro community can thrive,” said Katrina Wert, Director of the Center for Workforce Initiatives at Community College of Denver. “The breadth of this collaboration demonstrates a shared commitment to increasing economic stability through employment and career advancement opportunities.”

With a focus on family sustainability, WORKNOW provides individuals and families impacted by regional economic development projects the opportunity to connect through career coaching, skills development training, peer to peer mentoring, and employment support resources. Careers include entry-level positions, apprenticeships and professional-level opportunities in both trade and office occupations.

Many of these job opportunities are with inaugural project partner Colorado Department of Transportation’s Central 70, which includes the reconstruction of the I-70 corridor from Brighton Boulevard to Chambers Road. Workforce needs for this multi-year project include craft, office and professional service positions for both experienced and new workers.

“CDOT’s Central 70 Project is one only a handful of transportation projects nationwide

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piloting local hiring goals. We are incredibly fortunate to have the WORKNOW program as a partner in this work—so we can deliver not just good construction jobs but training and support programs for local residents,” said Rebecca White, [Central 70](#) Deputy Director of External Programs and Outreach.

Additional project partners have joined the WORKNOW platform to support strong recruitment and hiring connections in local neighborhoods, including the [National Western Center](#).

“We’re thrilled with our new partnership with WORKNOW, which will help create a one-stop-shop for job seekers, construction workers, and contractors with the goal of providing continued training and job opportunities,” said Gretchen Hollrah, Executive Director of the Mayor’s Office of the National Western Center.

The employment platform’s effectiveness and community impact are measured by outcomes such as employee hiring and retention, income advancement, family stability and the ability for families to thrive in their communities.

“As metro Denver continues to experience rapid growth, we are proud to support WORKNOW's efforts to connect families to the training and supports needed to secure middle-wage jobs that will help them succeed in a changing economy,” said Tracey Stewart, Family Economic Security Investment Director, Gary Community Investments. “By offering a pathway to meaningful economic advancement, WORKNOW is providing real opportunities to parents who want to do more for themselves and their families.”

WORKNOW achievements in its first 10 months also include:

- 471 Denver metro residents enrolled to access support services, industry career coaching, or job training and upskilling
- 269 enrollees completed an industry training certificate with local training partners
- 81 existing construction employees enrolled in WORKNOW, completed upgrade training and earned a wage increase
- 218 enrollees secured new industry employment

CORE Partner and WORKNOW training provider [Colorado Homebuilding Academy](#) is elated to see the platform achieve such early success. “We are proud to be a CORE Partner because WORKNOW understands that workforce development is most effective when it benefits the entire community,” said Michael Smith, Director of Colorado Homebuilding Academy. “WORKNOW supportive services help organizations like ours foster long-term success for construction workers, their families, and their communities.”

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Interested candidates can get started with WORKNOW enrollment through an Interest Form on the platform's website. Following submission of the form, a staff member will invite the candidate to attend an information session. Soon after, a professional WORKNOW Career Navigator meets with the candidate to confidentially review career and family service assistance qualifications. WORKNOW participants are then directed to a personalized career course of action based on their individual needs and goals.

WORKNOW is a collective impact approach to social change. CORE Partners have a shared vision and work collaboratively through continuous communication and partnered activities to execute and measure the program's impact.

Each organization's strengths and resources are maximized to provide a seamless experience for job seekers. WORKNOW helps families build more for themselves and their community.

For WORKNOW enrollment and upcoming events, job opportunities, and news visit [WORK-NOW.org](http://WORK-NOW.org) or call 720-389-0999. Connect with WORKNOW on Facebook at [Facebook/WORKNOWColorado](https://www.facebook.com/WORKNOWColorado).

### **About [WORKNOW](#)**

WORKNOW is a job recruitment, advancement and support platform for Denver metro families living in neighborhoods directly affected by community construction projects. This is Denver's first workforce development platform striving to equalize opportunities for all Coloradans by enabling inclusive, diverse, and skilled employment opportunities in construction. WORKNOW programming is concentrated in Community Resource Navigation, Job Skills Training, Job Placement, Career Coaching & Advancement, and Community Building.

### **About [Colorado Resource \(CORE\) Partners](#)**

**CORE** is an alliance of leading Denver metro organizations that integrates training and community resource partners for overall construction workforce readiness and career success. CORE presents the employment platform, WORKNOW to place, retain and advance workers in this industry.

CORE Partners include: Center for Workforce Initiatives at Community College of Denver, Colorado Homebuilding Academy, Construction Careers Now, Denver Area Labor Federation, Denver Housing Authority, Denver Workforce Services at Denver, Office of Economic Development, Denver Works, Focus Points Family Resource Center, Mi Casa Resource Center, Mile High Youth Corp, mPowered, and WorkLife Partnership.

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CONTACT: [Leslie Horna](#) | 303.523.1978