

## **Local Workforce Notice: LWN-01**

**TO:** All WorkSource Staff and Partners  
**FROM:** Benton-Franklin Workforce Development Council  
**EFFECTIVE DATE:** February 9, 2018  
**REVISED:** February 3, 2019  
**RE:** **Elements of a Success Story**

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### **Purpose**

The purpose of this memorandum is to provide guidance for writing an effective customer success story.

### **Elements of a Success Story**

- Customer's name and age (optional);
- Previous job title, wages, employment category (e.g., full time, part-time, temporary), and number of weeks receiving unemployment insurance (if applicable);
- Brief description of barriers prior to receiving services;
- Brief description of all services provided (e.g., basic, individualized, collaboration with partners);
- Employment Outcome - Current employer, wages, job title, employment category (e.g., full time, part-time, temporary), and benefits provided by the employer.

### **Example**

Adan, age 26, was unemployed due to a lack of work in his previous full-time position as a Loader making \$11.50 per hour. He came to the Adult program as a single dad, with two young children struggling to make ends meet. His unemployment insurance benefits had run out, and after six months of job searching without success, he felt it was necessary to obtain retraining in order to compete in the job market. He was co-enrolled in the Dislocated Worker Program to leverage funds for tuition assistance to help him obtain his Class A Commercial Driver's License (CDL). His case manager assisted him with emergency living expenses such as rent, groceries, and appropriate work clothes for his job search. Adan successfully completed his Class A CDL training and worked with his case manager to overcome his barriers to employment by learning current job search strategies, interviewing skills, updating his resume, and obtaining job referrals.

He is now working with a local trucking company making \$19 per hour plus full benefits.

### **Release Agreement**

The customer must sign the Publication, Video, and Website consent and release agreement prior to submitting the success story for publication.

Benton-Franklin Workforce Development Council is an equal opportunity employer/program.

Auxiliary aids and services are available upon request for individuals with disabilities. Washington Relay Service:711

