

# Career MAP

## OVERVIEW

Designed in partnership with the Greater Washington Urban League (GWUL), the Career Mobility Action Plan (MAP) project takes a holistic approach to career mobility and success. A groundbreaking pilot, Career MAP is designed to remove barriers that families with low income confront as they pursue employment that can sustain them. For up to five years, the pilot will provide resources directly to 300 families residing in Washington, DC, who have experienced homelessness, are committed to pursuing a career, and are at risk of losing cash, food, health care, childcare, and housing benefits more quickly than their income can cover these lost resources (also known as 'benefits cliffs'). GWUL will provide family support services, Functional Family Therapy, financial empowerment, self-exploration and personal development services to accompany IWL's career development skill-building workshops, eModules, and trainings.

**EMPOWERMENT** Career MAP is designed to remove barriers that families with low income confront as they pursue employment, providing resources directly to families who face instability. Families are the drivers of their own success, and Career MAP tailors service connections to meet the needs of individual participants.

Career MAP members can pursue a variety of career services and navigational offerings, including work-readiness workshops and labs, customized career coaching, career planning, assessments, resource fairs, and career placement support. Together, these activities empower members to explore their professional selves, build new skills, explore career paths, and make informed employment decisions.



*Participant attends a Resource Fair. Image: GWUL/Tara J.*

**IMPACT** We carefully monitor program delivery so that we can continuously improve our resources and ensure participants receive the highest quality support. See data in the box below.

### Program Activity as of January 2024

**15 Digital Badges Issued**, including 7 Career Exploration badges and 8 Digital Literacy badges

**80 Activities Delivered**, including Workshop Wednesdays, Drop-in sessions, and Empowerment Labs

**69 Coaching Sessions Held**, ranging from 15 minutes to 1.5 hours, discussing skill-building, networking, and career aspirations

**143 Outreach Calls Made**, touching base with participants, checking on needs, and sharing resources

## Successes and Lessons Learned

While GWUL Career MAP is a relatively new program, we have already accomplished major components and learned key lessons.

### Successes

IWL has customized 16 eModules and over 20 workshops for Career MAP members' career development, including Empowerment Labs focused on digital literacy and career exploration. An individualized, portable, online portfolio helps members track their progress. IWL has also developed a strong, trusting relationship with our partner and funder, GWUL.

### Lessons Learned

Through activity delivery, member feedback, funder engagement, and continuous program monitoring, we're improving our ability to meet members where they are and tailoring our workshops and eModules to meet their needs.

About IWL: FHI 360's Institute for Work and Learning (IWL) advances access, equity, and excellence in education and workforce systems. We focus on two key drivers of individual well-being – education and employment – to improve lives. IWL seeks to strengthen the capacity of public and private organizations, providing information, resources, and support needed to make decisions, strengthen programs, and improve outcomes for individuals.

WASHINGTON DC OFFICE  
2101 L St, NW Suite 700  
Washington, DC 20037 USA  
T 1.202.884.8000  
F 1.202.884.8400

FHI 360 HEADQUARTERS  
359 Blackwell Street, Suite 200  
Durham, NC 27701 USA  
T 1.919.544.7040  
F 1.919.544.7261

---

## CONTACT

For more information about IWL's learning and workforce programs and services, contact:

Lisa Johnson  
Director, IWL  
[iwl@fhi360.org](mailto:iwl@fhi360.org)