



PA Women Work – Advocacy 2020 Talking points and key messages

For Staff, Board of Directors and Corporate Advisory Council Members

Talking Points:

- I live / work in your district (explain connection to elected official).
- I request your support of \$750,000 for the New Choices/New Options program in the 2020-2021 Labor and Industry budget. Governor Wolf included the line item in his proposed budget. This program is critical for Pennsylvania job seekers.
- *(Explain your involvement with New Choices/New Options and the organization. Mention your role in the organization, etc.)*
- New Choices/New Options is an effective and results-driven workforce development program that should be a priority for the Commonwealth.
- New Choices/New Options is a series of career development classes that teach women in career transition the skills needed to find a job with a family-sustaining wage.
- New Choices/New Options supports individuals faced with challenging career transitions, such as single parents, refugees, survivors of abuse, and others.
- The program helps participants set and achieve both personal and professional goals while building confidence, professional etiquette, communication skills, and so much more.

By the Numbers:

- Through transforming graduates into working citizens, New Choices/New Options has maintained a **3-to-1 return on state investment for 26 years**.
- New Choices/New Options sets women on a path to achieving their professional goals, resulting in an **82% placement rate** into jobs or continued education.
- Graduates' average **starting wage in 2018-2019 was \$15.02/hour**; a significant number of positions include benefits packages.
- In the last 26 years, **more than 66,000 Pennsylvanians have graduated** from New Choices/New Options.

- Considering added tax revenue, Medicaid savings and more, New Choices **saves the state approximately \$1.5 million** (*based on \$500k investment*).

In conclusion

- Please help us continue to support women and their families on their path to achieving lasting employment and economic self-sufficiency.
- We ask that you support this vital statewide program and maintain the \$750,000 appropriation for New Choices/New Options under the Department of Labor & Industry.
- Would you commit to sending a letter on our behalf to your leadership stating that you support New Choices/New Options?
 - *Provide the letter template and one-pager.*