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## **Women's Employment & Education Model Program**

For 10 years this total program has proved its value to social service agencies and their clients as well as the private business sector. The cost of job placement is much less (about 25% of CETA cost, when offered) and job retention is very high (88% after one year). All have benefitted from this total program—it's no wonder **WEEMP** was featured on "60 Minutes" and the founder, Lupe Anguiano, was recently given the "Wonder Woman of the Year" award.



**Lupe Anguiano**  
**WEEMP Founder**

1982 Winner of "Wonder Woman of the Year Award" (category: Women Helping Women) N.Y.C., November, 1982

Lupe Anguiano, program founder, has field-tested the **Women's Employment and Education Model Program** in various communities over the past decade and is available to assist agencies or groups to implement the program.

Ten years ago, after organizing a "Let's get off welfare" campaign in San Antonio, she organized this program which aided over 500 women to leave the AFDC welfare rolls for fulltime jobs.

Looking back, she states, "The single most important factor of our Model Program's success is that I created, established, and organized this Welfare Reform Model with strictly private sector funds."

Statistics tell the success story. For example, in 1978, 205 out of 225 women in the program, or 90%, were placed in jobs at the low cost of only \$671.38 per participant. One year later, 88% of these women were still working. The statistics are similar for the next two years with success percentages of 93% and 88% at costs per person around \$700.00 and \$800.00, surprisingly low costs for people in jobs training programs.

The **Women's Employment and Education Model Program** subsequently has operated in Dallas, El Paso, Tempe, Ventura, Denver, Tacoma and elsewhere.

Program founder Lupe Anguiano notes that, 1983 is the time that more and more social services agencies and community programs nationwide are seeing the need to include employment and skills-training activities as a major program focus of services to AFDC clients. Another important emerging trend is for Human Services to effectively involve the private sector (employers, companies, and volunteers) in programs so as to reduce reliance on government.

Both of these trends are strong points in the **Women's Employment and Education Model Program**.

Today, when the need for welfare reform and jobs training is so imperative, this proven-successful program model can offer hope and dignity to countless women who are eager for the opportunity to work. The follow-up support system in this program helps to account for the very high 88% job retention percentage as an average.


Responding to the demand, Lupe now travels the continent helping people set up the program's organization, conducting evaluations, assisting in fund-raising, adapting the model to local needs, and conducting staff seminars. She is devoting her life to this work of changing the system and freeing women from the awful cycle of welfare.



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# WEEMP Graduates

More than 3,000 welfare women have found challenging, rewarding jobs through the Women's Employment & Education Model Program (WEEMP), an innovative job placement and training program. Meet four of our recent 'Graduates':

Fran Tonnachella



CBS Interviewer Harry Reasoner and Lupe Anguiano are shown "warming up" before filming.



## Featured on "60 Minutes"

In November, 1980, Lupe Anguiano and WEEMP were featured on the popular CBS TV program "60 Minutes." Within weeks of airing, more than 500 requests for more information were forwarded by CBS to WEEMP offices.

Cheryl Chandler



Patricia Lawrence



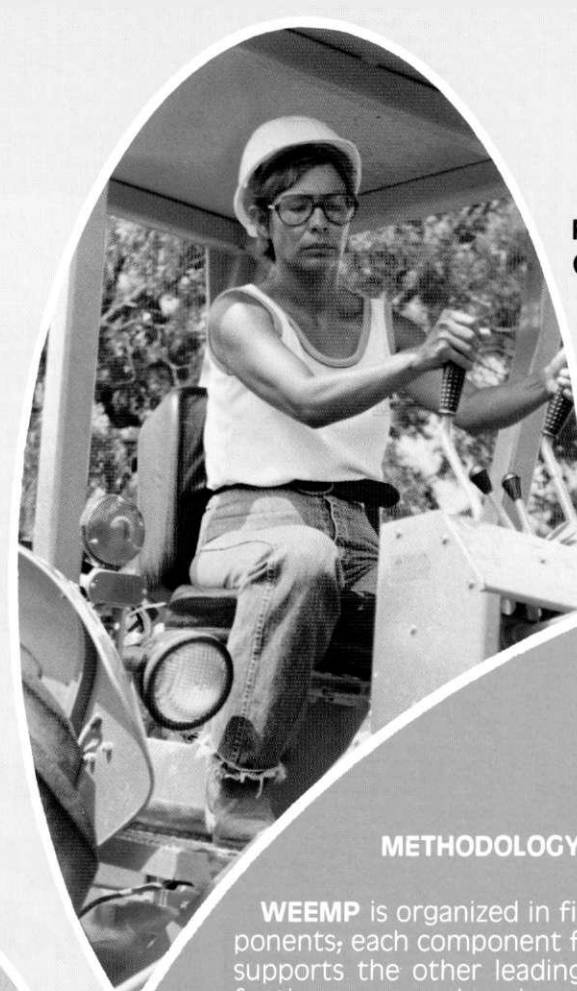
**Fran Tonnachella—Nursing Student**  
Fran Tonnachella and her daughter were living on Welfare. Today she is fulfilling a lifetime dream of becoming a nurse, but things weren't always that way. "At the time I heard of WEEMP, I was stone broke. But with the help of WEEMP I passed my G.E.D. and got a scholarship to St. Philip's nursing program." She plans to go into public health when she gets her R.N. "The dreams of yesterday are today's reality."

**Cheryl Chandler—Computer Operator**  
Before coming to WEEMP, Cheryl Chandler, mother of a five-year-old boy, was on AFDC Welfare. "The WEEMP staff was so encouraging and helpful. They were always eager to lend a helping hand or listening ear." WEEMP helped her obtain training in executive secretarial skills at Durham Business College and went on to get a job as a computer operator at Metropolitan Tax Office. Not only that, she's also working on a degree in business administration and data processing.

**Patricia Lawrence—Electrician**  
Pat used to have to work two jobs to support herself and her son. But today Patricia Lawrence only has one good paying one. She's an electrician (thanks to WEEMP). "I used to be a bookkeeper and the most I ever made was \$4.24 an hour. I had to hold a second job hustling drinks to make ends meet. I never got to spend time with my son. Now I feel useful doing this work earning \$6.90 an hour, and for the first time, don't have to work two jobs to make a living."

**Rosemary Campos—Heavy Equipment Operator**  
For a sixth-grade dropout, Rosemary DeLeon Campos has come pretty far. Now she is a certified heavy equipment operator and part owner of her own company, making more money in one week than she had all month to support her five kids on welfare. "I used to be afraid of tomorrow." No more. She passed her G.E.D. and was the first woman to be hired by a San Antonio-based construction company. "I'm proud of my work, and my kids are too."

Rosemary Campos



## METHODOLOGY

**WEEMP** is organized in five (5) components; each component follows and supports the other leading to an effective, comprehensive and well-coordinated program approach.

1. **Job Development.** The program begins by locating available jobs and skills-training positions in the local business community. (Or participants are selected then the program's Job Developer locates appropriate jobs.)

2. **Outreach.** Next there is an concerted recruitment effort to find program participants who are interested in these specific jobs and skills training. The participants are offered assistance in locating and organizing proper child care and transportation to and from the job.

3. **Employment Readiness Skills Training.** After screening, the participants go through a concentrated three-week employment readiness course.

4. **Employment Placement and One Year Follow-up Services.** Employers then select and hire participants and provide skills training. **WEEMP** employment placement services include one year follow-up support services; this is done to assure that the participants adjust to their jobs and, when appropriate, upward mobility takes place.

5. **Evaluation.** Each program site will be evaluated on a monthly, quarterly, and annual basis.

# WEEMP MANUALS

Pictured below are the six manuals needed to fully implement the Women's Employment and Education Model Program. The methods and techniques used in this program have been field-tested, modified, and perfected in order to serve this special group more effectively and the successful results have been documented. Wherever the program has been implemented, the percentage of women staying on the job for which this program prepared them has been over 88%. The cost per person in this program is significantly lower than in other, not-so-successful-but-far-more-expensive programs. The uniqueness of this WEE Model Program has been praised by those who have implemented the program in Texas, Arizona, California, Colorado, Washington State, and currently being implemented in New York. (Success stories of the women participants can be found in Books Three and Four in this series.)

The SIX MANUALS written by Lupe Anguiano for this program provide solid management guidelines and carefully tested material:

- 1) The Job Developer's Manual is a detailed guide for planning and implementing an effective job-skills training program. \$2.95
- 2) The Outreach Counselor's Manual is a guide for the necessary work of recruitment and selection of women for the program. \$4.95
- 3) The Instructor's Employment Readiness Manual is a curriculum handbook to be used in the three-week training program to prepare women for successful employment experience. \$12.95
- 4) The Participant's Employment Readiness Manual is a workbook to assist women while in classroom training and also as a resource and reference guide once they are employed. \$9.95
- 5) The Employment Counselor's Manual is a detailed guide for job placement and one-year follow-up of the participant to assure her job retention. \$2.95
- 6) The Program Director's Manual contains the information and guidelines to help program directors to establish a successful program management system. \$4.95

All six manuals may be purchased for \$39.95 postpaid or they may be ordered individually (postage is additional) according to local staff needs. Most staffs will require larger quantities of the manuals for the instructors and, of course, many more for the participants. Write for bulk order discounts.

These manuals are available from:  
Social Services Department Twenty-Third Publications  
Box 180 Mystic, CT 06355 Phone 1-203-536-2611

