



National Urban League

The Division of Workforce Development

The National Urban League's evidence-based and scalable signature programs are professionally implemented by local Urban League affiliates to enhance the economic and educational status of our constituents.

# Urban Seniors Jobs Program

A SIGNATURE PROGRAM OF THE NATIONAL URBAN LEAGUE



## Accomplishments.

With more than 35 years of Program experience and a reputation for providing high-quality services to its communities, the National Urban League is able to meet the needs of unemployed, economically insecure seniors by preparing and assisting them for employment.

Between 2007 and 2019, 2,086 participants of the Urban Seniors Jobs Program (USJP) were placed into jobs.



### 2025 EMPOWERMENT GOAL

Every American has access to jobs with a living wage and good benefits.

89%

of participants lived below the poverty level prior to entering the program

80%

of participants lacked college education

25%

of participants placed into jobs by the end of 2019 retained employment in 2020 during the pandemic

## Our Approach.

USJP provides subsidized service-based training for low-income persons 55 years old or older who are unemployed and committed to finding employment opportunities. Authorized by the Older Americans Act, under which the Senior Community Service Employment Program (SCSEP) was established, the National Urban League's Urban Seniors Jobs Program encourages self-sufficiency by providing participants with useful, subsidized employment training that leads to unsubsidized employment.

Our unique approach, honed over the years, combines:

- A High Level of Trust
- A Close Connection with the Target Population
- A Multitude of Wraparound Services
- Strong Employer and Host Agency Relationships
- A Solid Operational Infrastructure

+

2,086

= PARTICIPANTS WERE PLACED INTO JOBS FROM 2007-2019

# Services.

1. *Paid Community Service Placement*
2. *Case Management Support*
3. *Individual Employment Plan*
4. *Job Placement and Retention*
5. *Virtual Career Fairs*
6. *Financial Literacy Training*

# Participants.

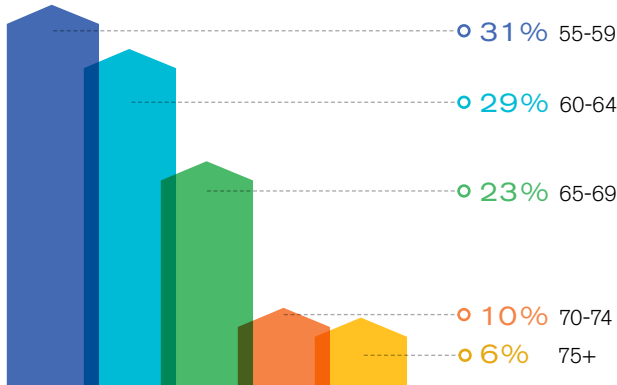
By design, every person recruited by the USJP is afflicted with two or more "most-in-need" characteristics. To be characterized as such, these participants: have a disability, live in an area with persistent unemployment and/or have limited employment prospects, have limited English proficiency, have low literacy skills, reside in a rural area, are homeless or at-risk of homelessness, or are veterans.

Through the USJP, these recruited participants receive workforce-based training services and work an average of 20 hours per week through community service assignments while earning the highest federal, state, or local minimum wage. These assignments allow participants to be placed into a wide variety of community service activities at non-profit and public facilities, including day-care centers, senior centers, schools, and hospitals. Community service training serves as a bridge to unsubsidized employment.

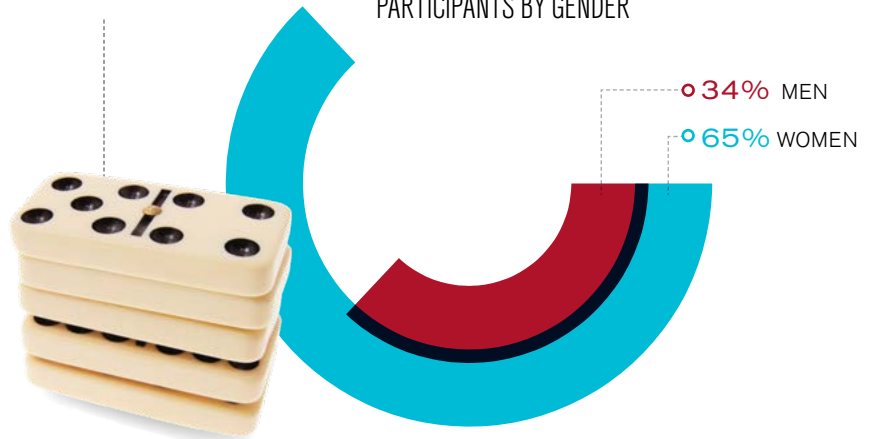
## + WRAPAROUND SERVICES

- = Access to Local One-Stop
- Health and Mental Health Education
- Transportation Services
- Business Wardrobe Closet
- Community Colleges Referral
- Housing Assistance Referral
- Family Counseling Referral

### PARTICIPANTS BY AGE



### PARTICIPANTS BY GENDER



# Success Story.

**MS. ALBERTHA SHEPPARD-JEWS** is a 64-year-old female who joined USJP on October 26, 2017. At the time of her enrollment, Ms. Sheppard-Jews was at risk for homelessness and had not worked since 2014, when she left the workforce to serve as a caregiver for her elderly mother. Upon enrolling in the Urban Seniors Jobs Program at the Pinellas County Urban League (PCUL), Ms. Sheppard-Jews didn't know what she wanted to do but knew that she loved helping people. As a participant assistant offsite in Seminole County, Ms. Sheppard-Jews learned how she could do what she loved every day. Drawing on her caregiver experience and with the help of the dedicated PCUL Staff and Career Source, Ms. Sheppard-Jews began to see the value of her experience outside the workforce. She started to apply to jobs that directly drew upon her caregiving experience and her passion for helping others.

**RESULT:** Soon, her hard work paid off, and Ms. Sheppard-Jews landed a position as a nanny. Not only did she have a new job but she was also about to have a new home in Katy, Texas. Ms. Sheppard-Jews was asked to relocate, which she happily obliged. In December of 2017, Ms. Sheppard-Jews embarked on three new experiences: a new job, a new place to call home, and a new and brighter outlook on the life ahead of her. The training, support, and opportunity to explore and to try an entirely new career prospect in the direct service field aptly prepared her to embark on a new life journey. Ms. Sheppard-Jews is proof that a person is never too old to pursue something new.

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