

Career Planners and other staff under WIOA should reach out to their individual participants and ask them to submit their success story online. In cases where the customer would rather have their story written or submitted by a case manager, WIOA staff can submit stories as long as they receive written permission from the customer and keep a copy of the permission in the customer's file.

Tell us about your customer and how the program helped them reach their career, training and employment goals. The tips below will ensure their story is the best it can be!

### What Makes an Effective Success Story?

- Mention specific experiences and activities that made their experience successful
- Use active vs. passive voice
- Avoid editorializing about the customer
- Include an engaging clear photo

### Tell Their Success:

- Enter a personalized, meaningful title
- Tell us a brief description of the customers' background and how the program helped them achieve their goals
  - What did the program help them achieve?
    - Updating their resume, search for a job, get a job in their career pathway, build skills, on-the-job training, or credentials
- Was it helpful for them to receive other services while they were in this program?
  - Did they receive SNAP, TANF, Unemployment, disability services, or others?
- What were their outcomes or results of the program? What positive change happened as a result of the program?
  - Provide details of their new job or career plans
    - They got a new job in their desired field
    - They enrolled in training to reach their career goal

### Final Touches:

- Proofread the story
- Include a photo of your customer
  - It can be them on the job, at training, or a good headshot
  - Try and avoid selfies

