
Welcome To Our Newsletter

KRA@ Work

We're glad you're here!

February 2024 Edition



KRA Leader Spotlight!

A message from Alyssa Elliott, Operations Manager

My journey in workforce services began as the Adult Basic Education Program Coordinator at a community college. In this role, I honed my skills in program planning, coordination, implementation, evaluation, and reporting. I found great satisfaction in supporting Instructional Specialists, organizing employment-preparation activities, forging community partnerships, and crafting MOUs and service proposals. This experience served as the steppingstone for my future in program leadership.

In 2016, I joined KRA as a Career Agent for a citywide TANF Program, where I provided case management, job readiness activities, and community-based work experience, furthering my aspiration for program leadership. In 2021, KRA recognized my leadership potential and promoted me to Operations Manager. Two years later, the scope of my role was expanded to oversee the day-to-day service delivery of a countywide TANF Program, encompassing SNAP and ABAWD components.

I take pride in being a mentor and coach, leading a team of dedicated workforce-development professionals committed to engaging with businesses and empowering individuals to reach their full potential and career aspirations. As we celebrate Back History month, I reflect on my contributions toward innovative approaches that break down barriers and create economic opportunities for our local communities.

I absolutely love what I do!

Workforce Wednesday

Unlocking the Potential of Generation Z in the Workforce:
Key Engagement Strategies



“Gen Z”, born between 1997 –2012, is the newest cohort to enter the workforce. Understanding their unique characteristics, preferences, and values is crucial for workforce-development organizations to be able to unleash the potential of this diverse group.

Serving Gen Z jobseekers for 10+ years, KRA collaborates with Business Services’ partners, promoting engagement strategies for vibrant workplace cultures and environments:

- 1. Technology:** Growing up in a digital age, Gen Z is tech-savvy. These individuals excel in positions that rely on knowledge of technology tools and may be assets in the implementation of technology updates in the organization.
- 2. Purpose & Growth:** Gen Z values meaningful work, making a positive impact, and contributing to larger societal goals. Providing opportunities for individualized growth, such as regular feedback, mentorship programs, and skill development avenues, can enhance their engagement.
- 3. Collaboration:** Gen Z thrives in companies that encourage and promote teamwork, and particularly excel in committees or on projects that call for brainstorming and creativity.
- 4. DEIBA:** According to *Tallo*, a “must have”, no longer a “nice to have”. Moreover, Gen Z workers want their employer’s commitment to be authentic and a priority.
- 5. Work-Life Balance:** Gen Z seeks flexible workplace arrangements, including remote-work options, and health & wellness programs.

Career-engagement strategies, aligned with the values and expectations of Gen Z jobseekers, provide inclusive and dynamic workplace opportunities that can harness the full potential of this emerging workforce.

The KRA Way

5-Star Experience. Real Life Impact.



★ Principles

TRAILBLAZING IS IN OUR DNA

★ People

INCLUSIVE SINCE INCEPTION

★ Programs

INNOVATIVE WORKFORCE PROGRAMS
AT THE SPEED OF BUSINESS

★ Partnerships

RELATIONSHIPS THAT DELIVER RESULTS

★ Performance

YOUR SUCCESS IS OUR SUCCESS!

[Learn More](#)

To further enhance its services and support to jobseekers, KRA recently organized an educational event centered around trauma-informed care for workforce-service professionals. Hosted by Alyssa Zaracki, Clinical Masters Student and Program Assistant Lead at KRA Reno, the event shed light on the crucial role of trauma-informed care in workforce development.

Trauma-informed care is a framework that recognizes the widespread impact of trauma and emphasizes the need to foster environments that are sensitive to each individual's background. This event delved into trauma-related definitions, providing attendees with a comprehensive understanding of the various forms of trauma and their potential effects on jobseekers. Attendees gained an understanding of how they may further assist job seekers in a way that is supportive, respectful, and conducive to each person's development.

One of the highlights of the event was the exploration of a checklist that attendees can use to provide trauma-informed care while assisting jobseekers. Participants gained valuable experience in applying trauma-informed approaches to real-world situations, and left feeling equipped with the knowledge, skills, and resources needed to integrate trauma-informed care into their practice, to further support the communities we serve.

KRA's Latest News



"Since its founding in 1981, KRA has been committed to a fully inclusive and diverse workplace, in which all employees feel valued, respected, and empowered"... "To ensure the continuing success of our DEIBA program, KRA has partnered with the Gatson Group to facilitate the design and development of a forward-thinking 3-part DEIBA+ Plan that enhances current efforts and enables future frameworks: ..."

[Read More: DEIBA+ The KRA Way](#)



"KRA is pleased to sponsor the 2024 Spring Conference of the Southeastern Employment and Training Association, March 10 – 13, 2024...Zaskia Ruiz, [KRA] Executive Vice President & Chief Operating Officer, will present *Let's Get Good with Fiscal! Mastering Fiscal Management...* [and] *When the Money People are Involved...the Magic Happens! Unlock Program Success...* [KRA] Program Directors Melody Daniel and Anthony Wilson, and [KRA] Professional Development & Training Facilitator Gina Brotherton Mayo, will present *Breaking the Chains & Building Bridges: Identifying & Removing the Barriers & Creating Pathways...*"

[Read More: KRA Sponsors & Presents at SETA 2024 Spring Conference](#)



"Since 2012, KRA has provided comprehensive wrap-around case-management, workforce-development services to TANF recipients for the DC Department of Human Services. Current programs include Educational and Occupational Training and Job Placement.

Anthony Wilson, Director, KRA/DC Program, reports on three exciting new efforts gaining traction in the community..."

Read More: [KRA/DC Expands Services & Partnerships in the Community](#)

Check out this month's [Latest News](#) Articles in our [Newsroom](#)!

[KRA's Latest News](#)



We are celebrating Black History Month!

We take pride in partnering with Black-owned businesses and we are recognizing the organizations that play a significant role in our success within the communities we serve. Join the conversation on our LinkedIn!

#KRAatWork
#workforcedevelopment #reallifeimpact
#BlackHistoryMonth

[Visit KRA's LinkedIn](#)



Tune into our Podcast! KRA's The HUB

Tune in for a conversation with **Dawn Karber**, Director of SkillsFWD and Owner of Talent Growth Group, about driving innovation in workforce development. Dawn shares tips for embracing innovation, building strong partnerships, and overcoming common barriers. She also offers insights from her extensive experience in equipping leaders to be proactive change agents, to prepare their organizations for the future of work.

[KRA's The HUB on Spotify](#)



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