

Slide 1



Title Slide: Career Pathways in Action with Peckham Logo and date of November 6, 2025.

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Career Pathways in Action

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SPECIALIST
PECKHAM, INC. 

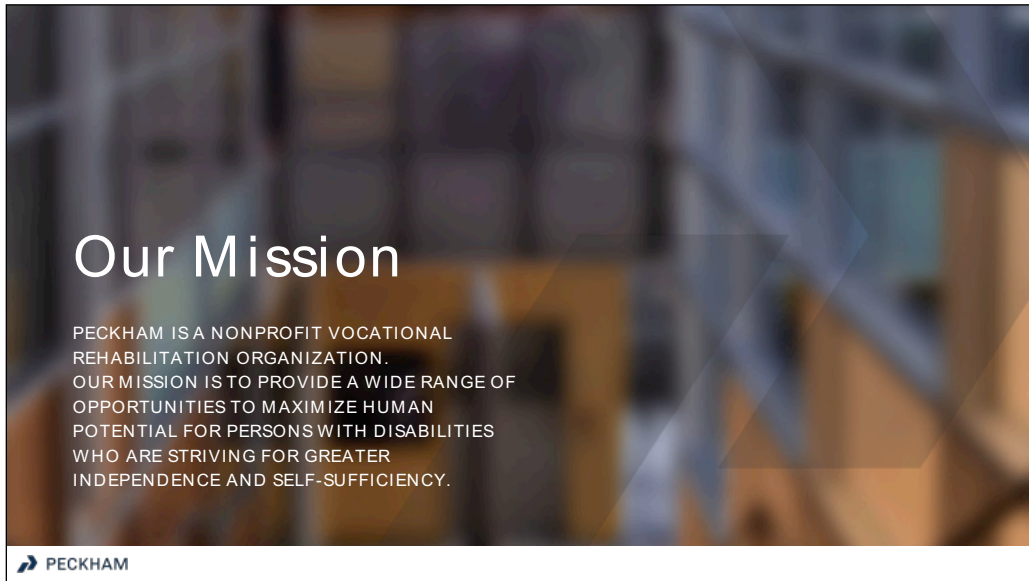
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Introduction slide:

Sarah Velez, Director of Learning and Career Pathways at Peckham

Jack Schaberg, Storyteller and Video Production Specialist at Peckham

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Peckham Mission Statement: Peckham is a nonprofit vocational rehabilitation organization. Our mission is to provide a wide range of opportunities to maximize human potential for persons with disabilities who are striving for greater independence and self-sufficiency.

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Peckham Core Values:

- ❖ PEOPLE MATTER TO US. A WHOLE LOT.
- ❖ DIFFERENT IS AWESOME.
- ❖ FREEDOM TO THRIVE.
- ❖ DO GREAT WORK.
- ❖ BE PROUD OF IT.
- ❖ "WE" IS THE PASSWORD.
- ❖ EMBRACE THE "AND".



The slide is titled "Social Enterprises" and features a list of five business units with their descriptions. The units are: Manufacturing, Contact Center Solutions, 3PL & Fulfillment Services, Custodial Services, and Peckham Farms. Each unit has a corresponding description of its services. The slide also includes the Peckham logo at the bottom left.

Service	Description
Manufacturing	Peckham Manufacturing produces innovative clothing and equipment products for military and commercial clients.
Contact Center Solutions	Peckham Contact Center Solutions delivers customized Business Process Outsourcing services focused on efficiency and exceptional customer experience across six locations in three states.
3PL & Fulfillment Services	Peckham's 3PL and Fulfillment Services delivers high-quality logistics and cost-effective solutions, offering one-stop services including receiving, shipping, kitting, and e-commerce for federal and commercial customers.
Custodial Services	Peckham Custodial Services cleans and maintains more than nine million square feet daily.
Peckham Farms	Peckham Farms grows a diverse range of produce in nearly 100,000 square feet of high tunnels and greenhouse space.

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Peckham Custodial Services cleans and maintains more than nine million square feet daily.

Peckham Farms grows a diverse range of produce in nearly 100,000 square feet of high tunnels and greenhouse space.



Phased approach to the project:

Phase 1: Create effective, easy to achieve job development plans for each position we serve. We analyze each job description to extract skills and competencies. We then work with the operations leadership to decide how best to track existing training or to create training that supports each job description.

Phase 2: Create journey plans to bridge positions to promote upward mobility within each social enterprise. Once we have development plans for each job, we can easily see the gaps between the jobs. We create new development plans to build these bridges and support team members in their effort to be qualified candidates.

Phase 3: Create journey plans to bridge positions between social enterprises and to external employers. We expand from the prior step to bridge between social enterprises and to employers who tend to hire most of our team members.

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Meeting with Stakeholders

- › The purpose of this meeting is:
 - › Review any working job descriptions
 - › Gain mutual understanding for the skills needed to do the job
 - › Discuss opportunities for skill development

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Skill Mapping and Attainment

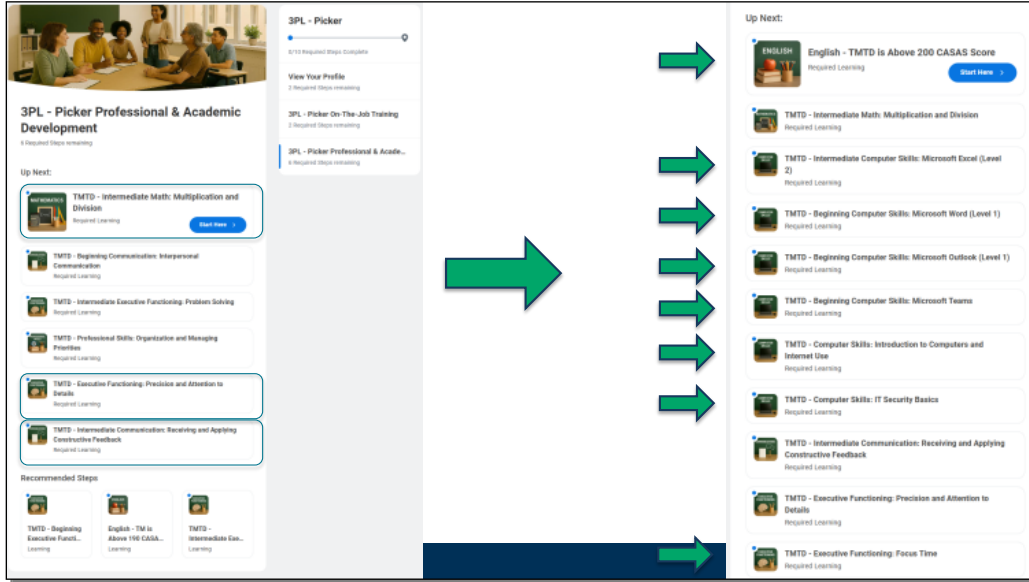
- › Now that we have all of our skills lined up, we map them against other jobs
- › We are building classes to help document skill attainment

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Images of Workday, our employee management tool. This tool will display the development plans we have built as well as help team members to see their progress and compare their role with others.

Strategic Partnerships

It has been vital to develop partnerships
with similar missions.

- Local credit unions
- Community Colleges
- Other local agencies




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No Fancy Systems Needed

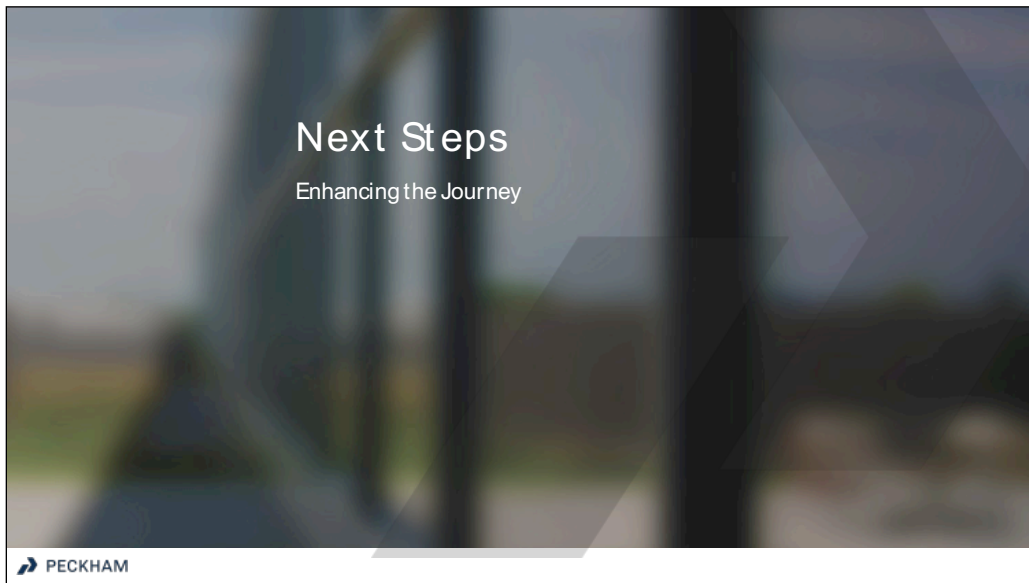
- › We started this mapping in Excel
- › Create easy to understand documents to share with clients
- › Use shared documents if appropriate
- › Provide certificates and resume language to clients to show potential employers

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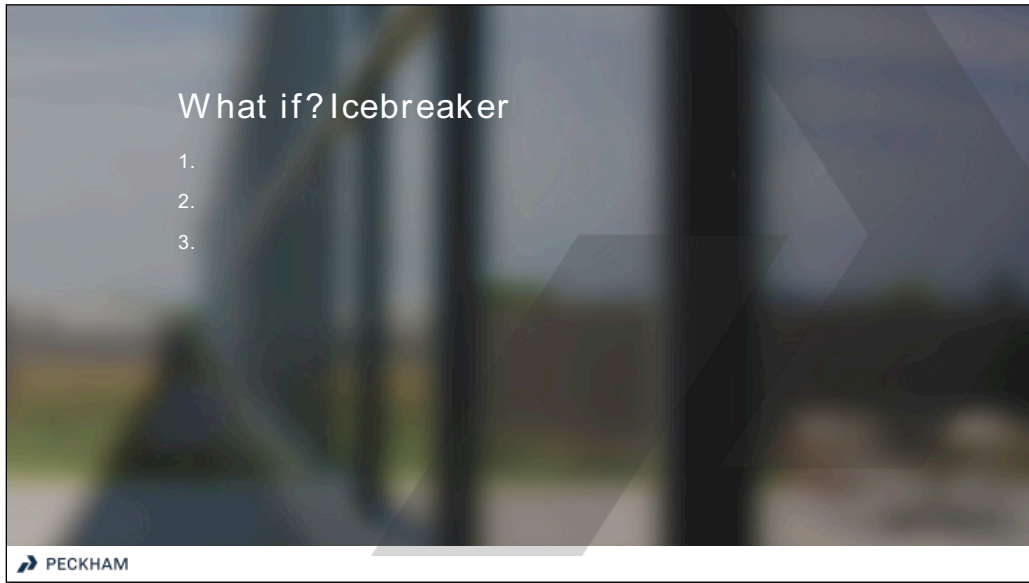
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Visibility and clarity are key for Career Pathways to be meaningful. Our next step is to add a level of visibility, not just about the skillsets needed for a new job, but a way for team members to see a real day in the life...

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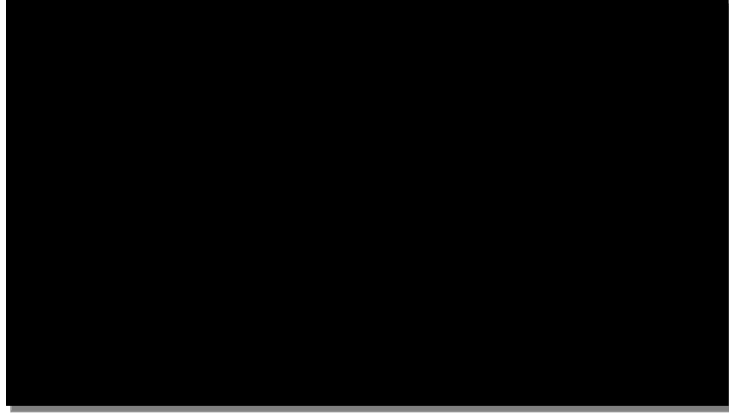


Back to the Future

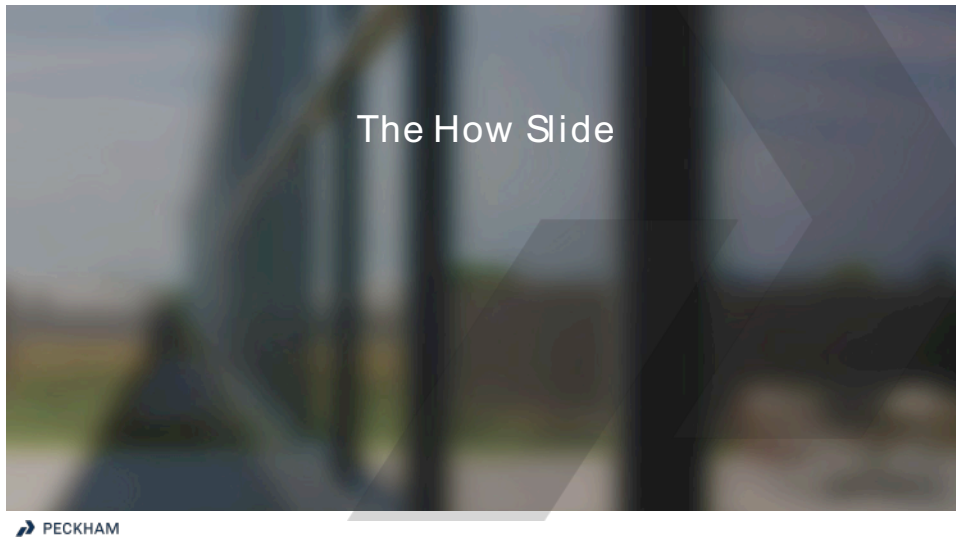
Titanic

VJTS (Virtual Job Tryout Simulation)

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Video Slide



How many of you could benefit from a video like that, either for your organization or a client/someone you work with?

How many of you have a full-time video production specialist on staff?

How many of you have the budget to hire a video production company?

How many of you have a smart phone?

Something you're never supposed to encourage

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Take out your phone

Hold it up as if you were about to film something

How to hold and why

Peripheral vision

Making a Blockbuster

Who is your audience? (aka research)
What's the intended takeaway / CTA
Write script
Record VO
Film it
Edit it
Test it
Tweak it
Distribute it

Making a Blockbuster

Who is your audience? (aka research)

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What We Do



What we do...

Evaluate

Place

Train

Questions?

THANK YOU

Video Production Resources

How much time do you or someone else in your organization have to learn the software?

Define "free"

Capcut [Sign up - CapCut](https://www.capcut.com) (www.capcut.com)

Blender [Blender - The Free and Open Source 3D Creation Software — blender.org](https://www.blender.org) (www.blender.org)

iMovie app for iPhone (www.apple.com/imovie)

VN Video editor for Android phones (www.vlognow.me)

Making a Blockbuster

- Who is your audience (aka research)
- What is the intended takeaway/CTA?
- Write the script
- Record the voice-over
- Film
- Edit
- Test
- Tweak
- Distribute