1. Develop a profile of your population. Consider the characteristics in the Attributes column, each of which is relevant to the level and type of preparation or assistance they might need to be able to succeed in a target occupation or to whether they will be eligible to work or interested in the occupation, regardless of the preparation or assistance you might be able to offer.
2. List the requirements for and characteristics of your target occupation.
3. Review each occupational characteristic and requirement. Ask yourself:

* For which requirements is my population already a good fit?
* For which requirements would my population need preparation or assistance?
* What is the program intervention or investment that might be necessary?
* Could such preparation or assistance be provided in a reasonable timeframe?

| **Attributes** | **1**  **Population**  **Profile** | **3**  **Need for or Feasibility of a Program Intervention?** | **2**  **Target Occupation Characteristics and Requirements** |
| --- | --- | --- | --- |
| Education level   * What is the average level of formal education your population has completed? |  |  |  |
| English language proficiency   * Is your population native English speakers or non-native English speakers? * If non-native, what is their average level of written and spoken English? * If non-native, what is their native language? |  |  |  |
| Level of technology proficiency   * Are they computer literate? * Have they used basic computer programs? * Do they have access to the internet at home? * Do they have smart phones? |  |  |  |
| Literacy/numeracy levels   * What is their grade level ability? |  |  |  |
| Earnings needs   * Is your population largely responsible for earning a wage only to support themselves or are they responsible for supporting other family members? * Do they currently receive public benefits (such as cash assistance, housing subsidy, SNAP, child care, or a transportation subsidy)? * How urgent is their need to begin working (how soon do they need paid work)? * What is the average hourly or annual wage they would need to earn? |  |  |  |
| Likely work schedule availability/need   * Do they have dependent care responsibility? * Is it sole responsibility or shared with another family member? * How does that affect their work schedule requirements? |  |  |  |
| Work history   * Do the members of your population have recent and robust work history? * If no, how would you describe their work history? |  |  |  |
| Employment status   * Are the members of your population currently working? |  |  |  |
| Criminal record   * Are the members of your population likely to have a criminal record? * If so, do you know anything about the nature of their records? * For example, are they likely to have had recent convictions? * Are the convictions likely to have been for violent or non-violent offenses? |  |  |  |
| Transportation resources   * Are they likely to have a driver’s license? Are they likely to have reliable transportation? * Other |  |  |  |