

Education and Healthcare Workforce Scholarship Endowment Project



The continued shortage of education and healthcare workers is impacting the health, economic, and education outcomes of communities across the county, and the workforce shortage is impacting historically marginalized communities the most. This is especially true when workforce demographics do not reflect the populations they serve. Institutions serving post-industrial communities like Pottstown have difficulty with worker recruitment and retention. With the added weight of the pandemic, focused action and investment are required for meaningful change.

The goal of the Education and Healthcare Workforce Scholarship Endowment Project is to improve access to these career pathways for current and former residents who identify as Black, Hispanic, Latina/o/x, Low-Income, and/or Disabled. Reference the full Request for Proposal at pottstownfoundation.org/RFP.

Project Goals



Scholarship and Employee Incentive Awards Programs: Consultant will utilize stakeholder feedback, research data, and peer expertise to create program models, documentation/outreach collateral, award processes, and sustainability plans. This will support at least four endowment-supported program areas that donors or grantors may consider for monetary or other contributions, detailed below.



Research-Based Models that Foster Equitable & Diverse Workforce: PAHWF seeks a healthy sustainable workforce that prioritizes a culture of diversity, equity and inclusion. The consultant will prioritize research on local and national models, best practices, and/or system adaptations to improve equitable access to program delivery among marginalized populations. Data and information will be communicated through easy-to-read one pagers or white papers to inform project development decisions and resource utilization.



Continual Feedback and Functional Tools: Community partnership is vital to this project's long-term sustainability. The consultant will establish and execute a program development process that intentionally and continuously engages intended recipients, local education, and healthcare stakeholders to design, develop, implement, and evaluate the program. The inclusion of individuals within career pathways and the youth voice is paramount as is the provision of a framework for the resources, structures, and processes for the program to support the integral components of all scholarship and workforce incentive programs.

Proposed Scholarship Eligibility Categories

- New or current employees at Pottstown School District (PSD)
- New or current employees at Pottstown Hospital-Tower Health
- PSD students to pursue education at 2- or 4-year education institutions to return for employment at PSD
- PSD students to pursue education at 2- or 4-year education institutions to return for employment at Pottstown Hospital-Tower Health



📍 RFP Opens Sept. 21, 2023

📍 RFP Closes Oct. 11, 2023

📍 Award Decision: Nov. 3, 2023

📍 Project Start: Nov. 10, 2023

📍 Project End: Oct. 31, 2024

PAHWF will partner with a consultant to lead the planning & coordination of the following deliverables:

- Center Equity in Process
- Feedback Systems
- System Structures
- Tuition Award
- Loan Forgiveness
- Residency Incentives
- Mentorship Support
- Benefits and Incentives
- Talent Management
- Research/Data Dashboard
- Online Information and Resource Bank
- Job and Career Pathways
- Project Funding Sources
- Project Plan and Timeline