Creating Pathways to Prosperity for the People of New Orleans

Unifying Service Providers to Address Talent Development Needs of Job Seekers
Creating Pathways to Prosperity
Unifying service providers to support job seekers

- Angela Shiloh-Cryer
  Director, Integrated Partnerships for Adults/Reentry, New Orleans Business Alliance

- Thelma French
  President & CEO, Total Community Action

- Greg Wise
  National Vice President, SRIVE International
A New Business Model for Economic Development
Greater Economic Competitiveness for New Orleans

The proposed strategy:

- Builds upon NOLABA’s recent achievement of accredited economic development organization (AEDO) status
- Continues NOLABA’s efforts to better serve all New Orleanians
- Ensures that Equity as a Growth Strategy continues as a guiding principle for NOLABA’s work
- Further institutionalizes NOLABA as the sole economic development organization for New Orleans
New Orleans Workforce Development System
New Partnership Model for Workforce System

Central Hub

NOLABA
Central Contact and Coordinator
- Administration
- Quality Management
  - Service
  - Consistency
  - Brand
- Data Management
- Fiscal Agent Accountability

STRIVE NOLA
- STRIVE Career Readiness
- Attitudinal and Job Readiness Training
- Reentry Services
- Support Services

JOB1
- STRIVE Career Readiness
- Work Experience
- On The Job Training
- Occupational Skills Up Training
- Support Services

Goodwill
- STRIVE Career Readiness
- Technical training
- Re-entry Services
  - Starting in Prison
  - Disability
  - Support Services

TCA
- STRIVE Career Readiness
- Housing
- Utilities
- Childcare
- Re-entry Services After Release from Prison (6 Months+)

Urban League
- STRIVE Career Readiness
- Youth Programs
- Technical Skills Training
- Re-entry Services After Release from Prison
- Small Business Development

Adult Basic Education – YCMA/Delgado

Technical Training – Delgado Community College, Operation Spark, Ochsner Health System

Financial Literacy – United Way
The Challenge
City of New Orleans African-American Male Unemployment Report

“Since taking office in 2010 we have tackled the tough issues facing New Orleans. Everywhere you look progress is being made, we now have more jobs, less blight, and last year murder hit a near 30-year low. Together we are moving forward. Forward towards 2018 - forward to our city’s 300th Anniversary. But for New Orleans to reach her full potential we can’t leave anyone behind. All New Orleans residents must be able to take part in the prosperity. In this regard we have a long way to go.

According to a report by the Lindy Boggs National Center for Community Literacy, **52% of African-American men are not working.** That is unacceptable. This must and can change, but it is going to take a lot of hard work from all the key stakeholders from government to business leaders, educators and social services providers, families and faith leaders, friends and neighbors.

We each have to play our part and work together to connect those looking for a job to businesses that need good people. Only when we have everyone on board, moving in the same direction can we hope to succeed and create a pathway to prosperity for all residents.”

-Mayor Mitchell J. Landrieu

August 2014

Charting a Path Forward
The Process of Building a Comprehensive Strategy

From job seekers to employers, training providers to social service agencies, key partners have identified 5 essential strategies to connecting disadvantaged job seekers and businesses to economic opportunities.

Charting a Path Forward
The Process of Building a Comprehensive Strategy

- Establish a collaborative of local anchor institutions committed to expanding economic opportunity to disadvantaged job seekers and businesses.

- Create a workforce intermediary that connects disadvantaged job seekers to employment opportunities through anchor institutions, providing case management, foundational skills training, and supportive services.

- Create a procurement intermediary that connects qualified disadvantaged businesses to contracting opportunities through anchor institutions.

- Create a worker-owned cooperative that connects job seekers to employment by leveraging procurement and purchasing opportunities through anchor institutions.

- Establish and align customized job training based on employer needs that prepares disadvantaged job seekers for in-demand jobs through anchor institutions and major infrastructure projects.

An Effective, Local Workforce System
Roles for Key Public and Private Sector Partners

- **POLICY & GOAL SETTING**
  - Establishes workforce policy and strategic goals
  - Prioritizes strategies and programs for implementation
  - Monitors and evaluates performance toward goal attainment

- **AUDIT & COMPLIANCE**
  - Conducts fiscal and audit compliance and procurement for DOL
  - Provides oversight of DOL-funded programmatic activities
  - Provides T/A to the One-Stop
  - Provides policy guidance to the Workforce Board
  - Monitors Labor Standards, Living Wage & Local Hire for public & private projects

- **STRATEGY IMPLEMENTATION**
  - Provides staffing and support to the Workforce Board
  - Conducts program design and system development
  - Convenes industry stakeholders
  - Manages employer services
  - Engages and develops strategic partners
  - Secures resources to support and innovate the system

- **JOB SEEKER SERVICES**
  - Coordinates job seeker services
  - Coordinates, links and leverages service and training services
  - Conducts statutory WIOA reporting requirements
  - Provides a pipeline for public & private sector projects with Local Hire requirements

- **WORKFORCE BOARD**
  - Coordinates job seeker services
  - Coordinates, links and leverages service and training services
  - Conducts statutory WIOA reporting requirements
  - Provides a pipeline for public & private sector projects with Local Hire requirements

- **NOLABA**
  - Federally-Mandated Job Center Operator
  - City Compliance Unit

City of New Orleans
Creating Pathways
Public / Private Collaboration

Pilot & Test

• The Network for Economic Opportunity is established in 2014 to create and test new pathways
• Engages employers and establishes Anchor Collaborative
• Partners with major workforce agencies and coalitions to link and improve job readiness and training programs
• Begins connecting job seekers to public and private sector opportunities
• Successfully advocates for Local Hire policy

Scale & Expand

• Mayor Landrieu establishes a new Workforce Development Board in 2016 and recruits business leaders and members of the Anchor Collaborative
• Workforce Development Board adopts proven innovation and develops a new strategic plan
• Sets a new vision for a collaborative, integrated workforce system that meets employer demand
• Releases RFQ’s to reorganize system and implement new vision
• The Network staffs the Workforce Development Board

Sustain

• Workforce Development Board becomes the official convener of local workforce development
• The Board adopts national best practice and votes to move from City government-led model to public-private partnership model
• The Board aligns workforce and economic development and establishes formal partnership with New Orleans Business Alliance
• Establishes new business model for economic development
Restructuring Pathways
The Network – Responsibilities

- Access to Jobs
- Relationship between the City and Employers
- Commitment to the Pilot
- Monitoring and Access to Evaluative Data
- Commitment to Standards and Excellence
- Communications
What is an Anchor Collaborative?
Spurring small business growth, hiring, and neighborhood revitalization.

- The Mayor’s Economic Opportunity Strategy adheres to the principle that **EQUITY IS A GROWTH STRATEGY**, as founded by the New Orleans Business Alliance’s 5-year economic development plan, ProsperityNOLA.

- Anchor industries within New Orleans and the surrounding region offer quality jobs with career and small business growth potential. The Network for Economic Opportunity is engaging the leadership of these industries in strengthening employment and procurement opportunities for area job seekers and small businesses.

- **Local hiring and purchasing commitments** are not only ways in which anchor institutions can maximize their positive impact on the local community, but are also essential to ensuring all New Orleanians have equitable access to family-sustaining wages and careers.

- Leaders from 15 anchor industries are meeting on a quarterly basis to review the progress of the City’s Economic Opportunity Strategy implementation for disadvantaged job seekers and businesses. The five targeted industries include health care, technology, skilled crafts, hospitality, and public service.
Restructuring Pathways
Opportunity Centers – Responsibilities

- Intake & Assessment
- Stabilization
- Work Readiness & Case Management
- Foundational Skills Training
- Career Counseling
Making Progress & Moving Forward
Aligning the Pieces of Progress

Opportunity Center Shared Values & MOU
Public & Private Sector Employment (City Departments, SWB, Ochsner, LCMC)
New Workforce Development Board (NOWDB)
North Terminal Project @ MSY
Local Hire Policy
WDB Strategic Plan
1. Collaborative, Integrated System
2. Nonprofit Governance Model
Collaborative, Integrated System

Shared Curriculum as part of Collaborative, Integrated System
New Orleans Workforce Development System
STRIVE as Shared Curriculum for Job Readiness

STRIVE works nationally with groups like MDRC, the Workforce Professionals Training Institute, Jobs for the Future, and other thought leaders to shape new programs and ensure alignment with the latest evidence from the field.

STRIVE provides national training, technical assistance, and program fidelity support.

**National Impact**
- 2,243 Graduates
- 70% Placement Rate
- 74% Retention Rate

**New Orleans Impact**
- 82% Placement Rate
- 69.5% Retention Rate (More than 9 Months)
STRIVE’s Framework

What we believe: employment as a vehicle for...

Opportunity

Strong families

Justice

Second chances

Thriving communities
STRIVE is a unique network, a unique force in the world

33 years of service and leadership in the field

70,000 graduates nation-wide since 1984

2,243 graduates nation-wide annually

1,436 job placements annually

23 committed U.S. Affiliate partners
The Power of Attitude
Shared Curriculum, Shared Standards, Shared Strength
Scaling Success
STRIVE’s Five-Pillar Service Model

CORE Job Readiness Training
- Four-week workshop emphasizes personal responsibility, social-skills, interviewing skills, and appropriate workplace behavior
- Phase I: Attitudinal Training
  - Phase II: Professional Skills Development
  - Phase III: Work Readiness

Occupational Skills Training
- Targets specific occupations determined by local labor market trends; participants receive industry-recognized credentials
- Data Driven
  - Locally Steered
  - Custom Tailored

Job Placement
- STRIVE staff develop and maintain relationships with employers and place graduates in positions in relevant industries.
- Employer partners provide valuable feedback on our training to ensure we equip our clients with the most relevant, up-to-date skills

Follow-up & Retention
- Active Follow-Up & Support
- Life-Time Access to Services
- Retention Services
- Continuing Professional Development

Wrap-Around Supportive Services
# Strengthening the CORE Program

Building Positive Resiliency through Attitudinal Training

## Orientation

<table>
<thead>
<tr>
<th>Phase 1: Attitudinal Training</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Module 1.1</strong></td>
</tr>
<tr>
<td>Introduction to Life Skills</td>
</tr>
</tbody>
</table>

## Phase 2: Professional Skills Development

<table>
<thead>
<tr>
<th>Phase 2: Professional Skills Development</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Module 2.1</strong></td>
</tr>
<tr>
<td>Communication</td>
</tr>
<tr>
<td><strong>Module 2.4</strong></td>
</tr>
<tr>
<td>Workplace Ethics &amp; Professional Etiquette</td>
</tr>
</tbody>
</table>

## Phase 3: Work Readiness

<table>
<thead>
<tr>
<th>Phase 3: Work Readiness</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Module 3.1</strong></td>
</tr>
<tr>
<td>Career Planning</td>
</tr>
</tbody>
</table>

## Graduation
The Path Forward
Inclusion and Equity for Economic Development
Prosperity NOLA
A comprehensive plan to drive economic growth in New Orleans

- Equity is a Growth Strategy:

According to the WK Kellogg Foundation, income inequality creates a workforce poorly equipped for the modern economy, dampens U.S. GDP, decreases worker productivity and diminishes the local and national tax base. The goal of emphasizing equity as a growth strategy is to develop generational wealth creation, which in turn creates economic growth, stability and resilience for all New Orleans residences.

Source: ProsperityNOLA, from http://www.nolaba.org/prosperity-nola/
MORE PREPARED, MORE SUCCEED
Each new participating Opportunity Center targets reaching scale of serving 200 graduates annually within five years of launch.

Over five (5) years, that adds up to new Affiliates’ preparing 850 job seekers for work and training 638 of those in high-demand occupational skills once fully operational.

BUILDING NEW ORLEANS’ WORKFORCE TOGETHER
With a shared curriculum being leveraged city-wide, the Network’s impact would scale to serving 1,000 STRIVE graduates annually within five years of launch.

Over five (5) years, that adds up to preparing 5,000 job seekers for work and training 3,187 of those in high-demand occupational skills once fully operational.
In Conclusion
-Implications for the Field
-Questions & Answers