



social +
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vitality

Training for Upward Mobility and Labor Market Value

March 12, 2020
Meeting Minutes

Attendees: Dalia Place, Lanarda Williams, Richard Moore, Cathey Ector Cox, Michael Ballen, Rob Chadwick, Verna Best

Welcome and Acknowledgment of Members Present

- Sterling Bowen and Richard Moore accepted co-chair positions.

Online Resource Directory

- How can we use social media to make sure that we are reaching all people? Training for Upward Mobility (TUM) wants to be intentional about getting the information to the community.
- Richard Moore has an idea to utilize the school system and faith-based communities to reach students.
- D2D Dads has found that younger dads are more prone to call, usually older dads are more apprehensive. They've begun to pair younger dads and older dads to help with technology.
- Dalia Place says the Community Leadership Action Team (CLAT) has been talking about a resource directory- not reinventing the wheel-but connecting people and getting the word out about quality resources and events. However, there is a human component to this as well. Are we really connecting by giving them a link to a website? What is the quality of resources? Are there certain partners we want to be champions of?
- Cathey Ector says that Capital Area Workforce Development has a similar resource directory. In the interim, we will continue to look at online resources and how and when we can be champions of them.
- The CLAT is having discussions about inviting a representative from Capital Area Workforce Development (CAWD) to a joint action team meeting to do their NC360 presentation.
- Verna added that she's not sure where the county is with embracing the directory, but it was on their radar. We can still work on the presentation. Verna will follow up with the county.
- Kristin and Dr. Brookins are working on scheduling the next joint action team meeting.
- Michael Ballen will contact NC360 and follow up with TUM at the next meeting.

Wake Works

- If you'd like to be added to their list, please let [Cathey Ector](#) know. They be marketing throughout the spring. There is a need for more lawyers.

Cathey will send the completed flyer that was shared with her. The goal is to have 300 students enrolled to start the program in the fall at Wake Tech.

EEASI-Empowering Entrepreneurs and Seeding Innovation

- The plan is to create an experience that will start with developing an entrepreneurial mindset. The course will last between 10-14 weeks. This course will be using the [Icehouse model](#).
- The purpose is to help develop an entrepreneurial mindset. We can then lead them to other pathways such as Innovators Journey, Raleigh Experience, etc. This also may be a way to get people into our life coaching classes.
- During orientation, we will go over curriculum and assignments and pitching.
- For the pitch process, SEV wants to focus on social innovation and things that will help with developing and furthering communities.
- There may be opportunities for TUM members to serve as judges or experts.

Workforce Development Month-September 2020

- We will be highlighting workforce development activities during the month of September.
- We are starting the planning process early this year. If you have any more ideas please share them with [Cathey Ector](#) or [Verna Best](#). Some areas where we'd like assistance is:
 - Identifying employers
 - Identifying quality partners
 - Ensuring we are intentional about highlighting youth and school systems
 - Last year's support from CAWD was fuzzy. This year we want to be more intentional about highlighting what the partnership between CAWD and SEV means.
 - Verna says that it is time to lift the voices of those who are benefiting from our services and from those who have a story to tell about their successes. If we share their stories with commissioners, it helps keep county support and puts a face behind numbers. She imagines this to be more impactful to county commissioners.
- SEV wants to find a way to regularly convene the businesses we refer people in order to discuss the way systems affect employment and how to help them understand vulnerable communities and backgrounds. Ex) Getting a job and keeping a job is totally different. Even the traditional process for hire will have to be different.
- Workforce Trends Meeting information will be sharing information with the TUM committee once their information is received.

Raleigh Summer Youth Employment Program (RSYEP)

- The City of Raleigh is hiring for RSYEP. [Visit website for more information.](#)
- Pay has increased from \$8.25 this year. New rates will be shared later.
- Partnership Raleigh internship program wants students in college to apply for internships. They must be between ages 17-21. It will be a 10-week job assignment.

Community Updates

- Dalia shared that April 18 Southeast Raleigh Promise will have a Community Festival and Job fair as well as resource fair from 10-2 PM, The flyer will be shared once received. Dalia will share flyer once created.
- Michael Ballen shared that April 18 there will be a festival at Dorothea Dix. They are giving out emergency preparedness kits and information on how to prepare for natural disaster, 11-4 PM. The flyer will be shared once received.

Adjourn

Next Meeting: **April 14, 2020**