



social +  
economic  
vitality

## Training for Upward Mobility and Labor Market Value Action Team

April 10<sup>th</sup>, 2018 11:30 A.M.

Minutes

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Attendees: Kia Baker, Verna Best, Sterling Bowen, Tony Craddock, Cathey Ector, Anthony Harris, Jessie Hathcock, Jarvis Jones, Twanna Jones, Tangela Keaton, Ben Kittner, Tamara Perkins, Hannah Taylor, Cristal Toodle

- Attendees included representatives from the community, the Help Center, Jobs for Life, Wake County Human Services, the City of Raleigh, Step Up Ministries, Passage Home, Learning Together, Southeast Raleigh Promise
- Proposed the idea of changing the action team name to a shorter phrase
- Discussion on the inception of the action team
  - Raising places grant identified economic mobility and workforce development as issues that needed to be addressed in our community
  - Forward thinking approach – identify opportunities, provide training and education that lead to employment, all allowing for community members to work towards self-sufficiency
- Discussion of action team goals
  - Goal #1: Coordinating and connecting career and job opportunities, including skills training, for individuals entering or re-entering the workforce (non-exclusive definition)
    - Need to further define “entering and re-entering”
  - Goal #2: Share information on career and skill opportunities in high growth industries in order to empower and equip community members with information, resources, and skills to be successful employees.
    - Focus on not only high growth industries but helping people transition from low-growth industries. Some high growth industries include construction and culinary skills
  - Goal #3: The action team could define a target group to impact (high school youth, young adults entering the workforce, women, retirees/re-entering the workforce, etc.)
    - Focus on youth since Crosby already has strategic efforts focusing on youth
    - Hotel homeless – some of which are families that already come to Crosby
    - Targeting families who are already at Crosby
    - Holistic approach of youth and families
    - Parents of children enrolled at Learning Together and/or Head Start
    - Create a pipeline of kids by working with school clubs and activities to allow opportunities for career exploration and skills development.
- Strategic partnerships and guiding principles

- WCPSS and/or Central Wake Academy (on Rock Quarry Road across the street from the new YMCA/Elementary School)
- Start efforts small and create the potential to learn, refine, and then scale.
- Biggest challenge – recruiting and retaining participants: Jobs for Life, Step Up Ministries, and Youth Build all reported losing up to half of participants to from to end of a program
  - Barriers included transportation and access to childcare, as well as overall mindset
- Role of the action team is to consider how we can build opportunities for community members to participate and develop strategic partnerships between organizations to address barriers and create employment pipelines
- Working proposal for action team: Pilot an initiative working with families at Crosby to learn about their needs and identify collective resources to support Crosby families as well as other families that participate in programming including but not limited to 4-H, SPACES, Crosby Camp, WCHS Family Services
- Main questions:
  - How many families would we like to serve?
  - How do we serve families who are not already coming to Crosby?
    - Neighborhood canvassing with interns or volunteers
  - Creating a strong sales and marketing plan (Sterling Bowen)

**Next Steps:**

Edit and send survey out to committee members to poll what services/programs are offered by their agency.

Establish a regular meeting schedule- 2<sup>nd</sup> Tuesdays of each month from 11:30-1:30 PM

Receive and review survey results back from committee members by next meeting.

**Next Meeting- May 8, 2018 (Agenda Items)**

Finalize target populations

Results of the survey

Develop a plan of how to recruit families for services at the upcoming Crosby Open House Event scheduled for June 8 (4:00-8:00 PM).

Identify roles and responsibilities of committee members for the Kickoff Event.