



WESTSIDE WORKS

mTAP Presentation

May 18, 2015



**Urban Land
Institute**

Atlanta



Introduction



Agenda

What We Learned about Westside Works

Data Analysis

Best Practices

Community Impact

Intake Observations & Survey

The Employer's Perspective & Survey

Enriched Data

Funding

Summary

What we Learned from Westside Works

Strong community engagement

Age of applicants varied from young to old

Desire of participants to gain skills and find work

Program does much to help participants succeed

Certain crimes will hinder participants

Skills/Training/Certification's obtained are valuable
to participant and future employer

What we Learned from Westside Works

The success of the
program

Fosters a sense of
learning



Data Analysis



Starting Wages

Average - \$12.80

High - \$12.94

Low - \$12.61

Current Wages

Average - \$12.95

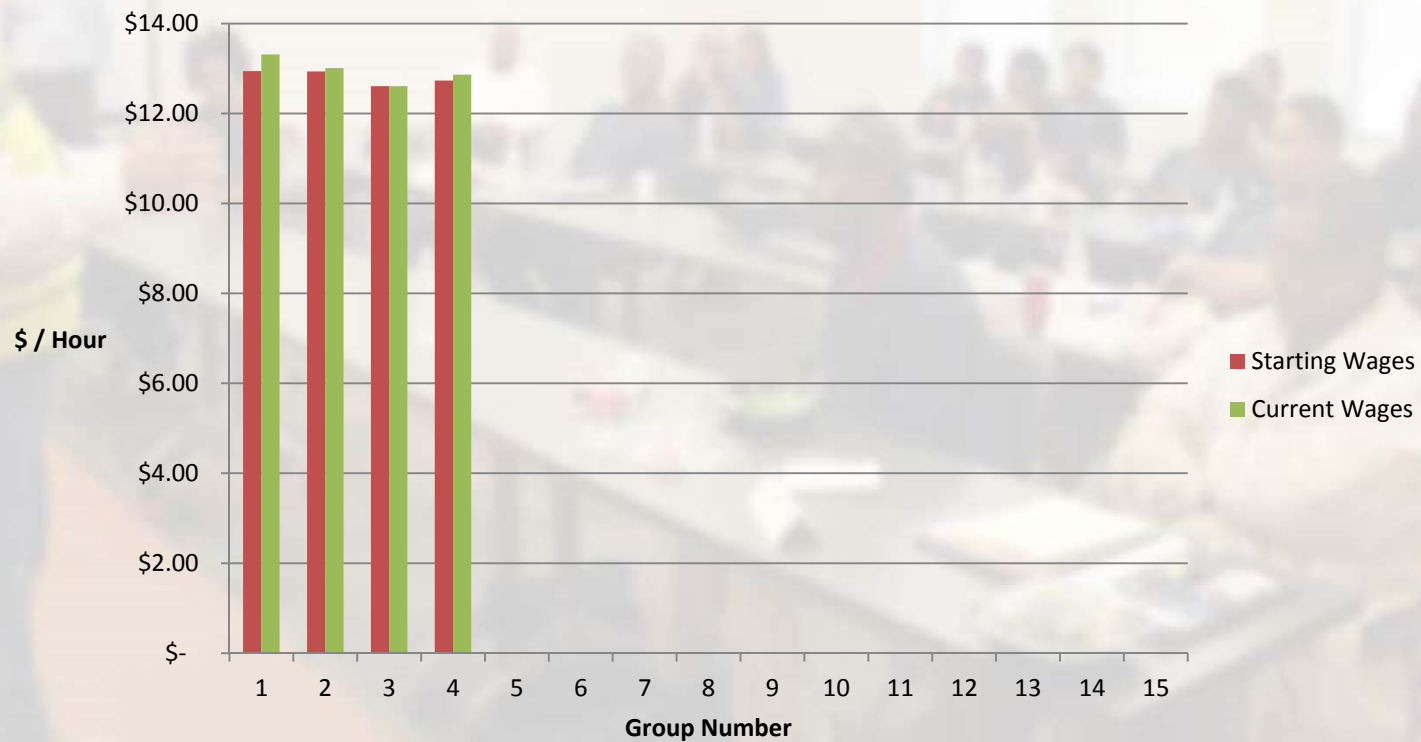
High - \$13.31

Low - \$12.61

1.14% increase from Starting Avg to Current Avg
Average Starting Wage has decreased slightly from
Group 1 to Group 4. \$12.94 to \$12.73

Data Analysis

Wage Graph



Data Analysis

Group Statistics

14 graduates per class. 56 total graduates

11.5 males to 2.5 females

Average age is 39.24

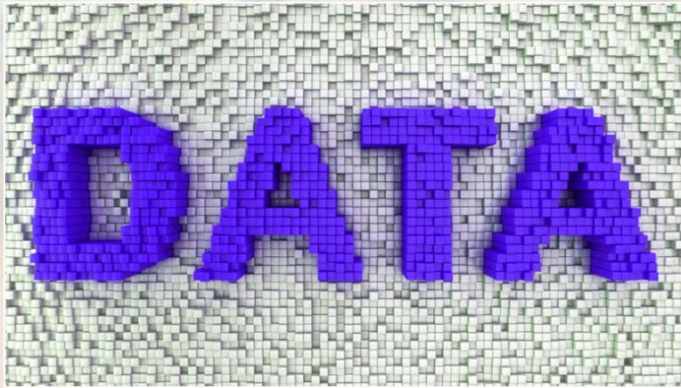
1.5 Veterans per class

Tiers

Tier 1 – 6.75 per class

Tier 2 – 2.5 per class

Tier 3 – 4.75 per class



Data Analysis

Group Statistics (continued)

7 per class work on the New Stadium Project

Average Supervisor Score – 3.94

Average Employee Rank – 4.43

Employees with benefits – 8 per class

Terminated – 1.75 per class

Rehired – 1 per class

National Benchmarks

	Average	Strong (75% Percentile)	Westside Works
Job placement rate	51%	67%	100%
Retention rate (1 Year)	56%	70%	TBD
Wage	\$10.46	\$11.15	\$12.80

Better results for programs with certifications, fewer graduates, work experience, longer training

Westside Works in the top tier for placement, retention, and wages

Source: Corporation for a Skilled Workforce. "Apples to Apples: Making Data Work for Community Based Workforce Development Organizations." 2013.

Metrics and Analysis, Best Practices

Known funder requirements (WIA)

Adjust analysis for hard to serve populations

Expand typical data collection beyond placement and wages

Public benefits

Economic self-sufficiency

Community impact

Health

Employer satisfaction

Control group

Source: Chapin Hall at the University of Chicago "Inside the Black Box: What Makes Workforce Development Programs Successful?" 2012

Community Impact

	City of Atlanta		Westside TAD Area		City %s applied to Westside	Needed to return to normalcy
Total Population 16+	347,135		5,290			
Employed	201,355	58%	2,157	41%	3,068	911
Unemployed	25,510	7%	821	16%	389	(432)
Armed Forces	298	0%	-	0%	n/a	n/a
Not In the Labor Force	119,972	35%	2,312	44%	1,828	(484)

Returning employment rate to normal levels requires employing 900+ workers from the area

Achievable in X years

Poverty rate

Source: Westside TAD Strategic Implementation Plan; 2010 Data; Block Groups 23.01, 23.02, 25.01, 25.02, 26.01, 118.01, 118.02, 118.03. Demographics Now; APD Urban Planning & Management.



Intake Observations

Westside Works Recruiting Process for Participants

Rev. Howard Beckham Executive Director of Integrity CDC
Word of Mouth

TABE Test for All Participants

Minimum Grade – 5.5 to Enter Construction Education Foundation of GA

CEFGA Intake Process

Westside Works CEFGA Application

Case Manager Assignment

Case Manager Meet Monthly to Monitor Progress of Westside
Works' CEFGA Graduates

Opportunity to enrich recurring data collection

Intake Observations

Opportunities

Participant's Testimonials

Healthier

Happier

Westside Works Looking for a Permanent Location

Limitations

Participants are not Paid during Testing and Training Periods

Intense 28 Day Curriculum – Mandatory Attendance

Survey



WESTSIDE WORKS

CEFGA CONSTRUCTION TRAINING PROGRAM

Survey

Survey Date: _____

Name: _____ Employer: _____

Height: _____ Weight: _____ Body Mass Index (BMI): _____ Resting Heart Rate (BPM): _____ Blood Pressure: _____

How do you feel about your: 1- Needs Improving, 2 – Could Be Better, 3 – Okay, 4 – Pretty Good, 5 – Fantastic!

General Health	1----	2----	3----	4----	5	Comments: _____
Work Life Balance	1----	2----	3----	4----	5	Comments: _____
Physical Fitness	1----	2----	3----	4----	5	Comments: _____
Time Management	1----	2----	3----	4----	5	Comments: _____
Stress Management	1----	2----	3----	4----	5	Comments: _____
Eating Habits	1----	2----	3----	4----	5	Comments: _____
Spending Habits	1----	2----	3----	4----	5	Comments: _____
Family Communication	1----	2----	3----	4----	5	Comments: _____
Outlook on Life	1----	2----	3----	4----	5	Comments: _____
Support Network	1----	2----	3----	4----	5	Comments: _____
Personal Relationships	1----	2----	3----	4----	5	Comments: _____

Survey

Monitor Comprehensive Progress of Westside Works Graduates

Physical, Social/Familial, Financial, etc.

Demonstrate Positive Outcomes of Westside Works

Additional Funding/Investments

Provides Opportunity to Identify Additional Support

Informs Westside Works with Additional Opportunities of Services

Source of New Funders, Donors, Investors

Source for New Partnerships

Administered during Monthly Meetings with Case Managers

Assigned CEFGA Case Managers

Westside Works CNA-trainees

The Employer



Savings in Recruitment

Savings in Training

Savings in Time

Increased Morale

Increased Diversity

The Employer – Survey



WESTSIDE WORKS

CEFGA CONSTRUCTION TRAINING PROGRAM
Participating Employer Survey

Survey Date: _____

Employer: _____

Employee name(s): _____ Employee Graduation Date: _____

Have you found that hiring a graduate of Westside Works has provided you/your firm with:

1- A substantial decrease, 2 – Less than without, 3 – No change, 4 – More than without, 5 – A substantial increase

Savings in recruitment time 1 ____ 2 ____ 3 ____ 4 ____ 5 Comments: _____

Savings in training costs 1 ____ 2 ____ 3 ____ 4 ____ 5 Comments: _____

Change in team/firm morale 1 ____ 2 ____ 3 ____ 4 ____ 5 Comments: _____

Change in team/firm diversity 1 ____ 2 ____ 3 ____ 4 ____ 5 Comments: _____

Team/firm performance 1 ____ 2 ____ 3 ____ 4 ____ 5 Comments: _____

Based on your experience to date with Westside Works graduates/employees, would you:

- Continue to hire Westside Works graduates? Y / N
- Recommend to other companies to hire Westside Works graduates? Y / N

Enriched Data Collection

INDIVIDUAL REPORT



WESTSIDE WORKS

Individual

8

Personal Information

First Name Dan
Last Name Smith
GENDER M
RACE B
VET N
AGE 52
Group # 4
GRADUATE CONTACT # 404-565-8226
TIER 1
BACKGROUND F2001

Employment Information

EMPLOYED (At Entry to WW) No
START DATE 11/11/2014
HIRING COMPANY Skyline Forming
POSITION Concrete Finisher
CURRENT JOB LOCATION New Stadium Project
WORKED ON NEW STADIUM PROJECT Yes
DATE WORKED ON NEW STADIUM PROJECT Currently
Termination Date 1/0/1900
RE-HIRED DATE 1/0/1900

Wage Information and Comments

STARTING WAGE \$ 12.00
CURRENT WAGE \$ 14.00
BENEFITS None

Follow Ups

	15 Day	30 Day	60 Day	90 Day	180 Day	365 Day	Average
Date	11/25/2014	12/10/2014	1/9/2015	2/8/2015	5/10/2015	11/10/2015	
Supervisor Comment	-	4	-	-	-	-	4
Employee Comment	5	5	-	-	-	-	5

Health Information and Comments

Height 5'9"

Follow Ups

	Initial	15 Day	30 Day	60 Day	90 Day	180 Day	365 Day
Weight (lbs)	187.00	185.00	183.00	181.00	179.00	177.00	175.00
Body Mass Index (BMI)	18.70	18.60	18.50	18.40	18.30	18.20	18.10
Resting Heart Rate (BPM)	57.00	56.00	55.00	54.00	53.00	52.00	51.00
Blood Pressure	100.00	111.00	176.00	153.00	119.00	85.00	120.00

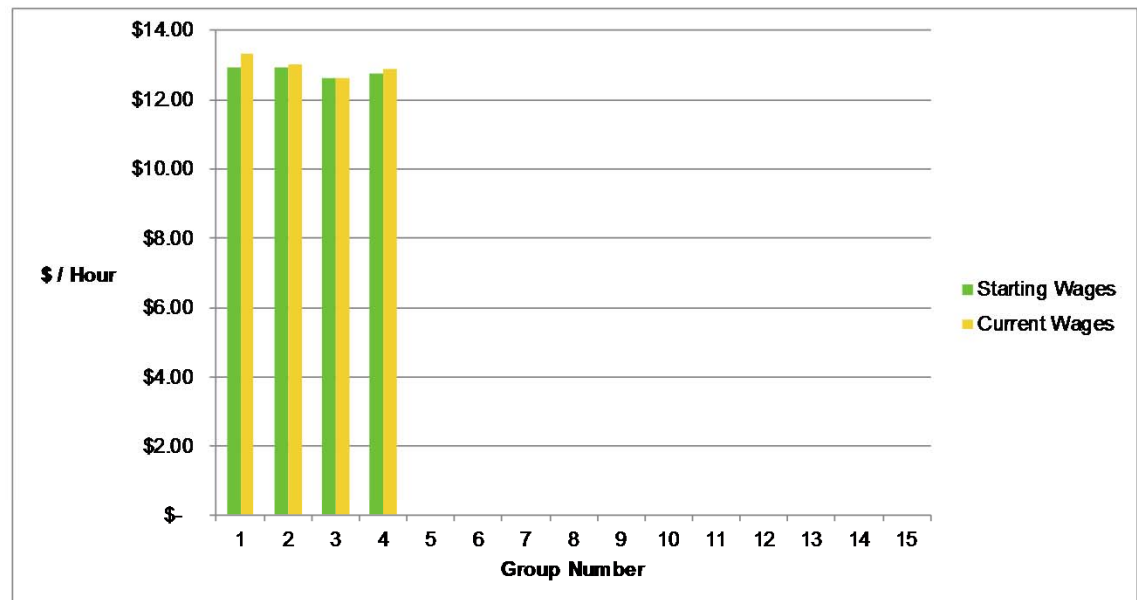
Enriched Data Collection



WESTSIDE WORKS

WAGE SUMMARY REPORT

Group #	Starting Wages	Current Wages
1	\$ 12.94	\$ 13.31
2	\$ 12.94	\$ 13.01
3	\$ 12.61	\$ 12.61
4	\$ 12.73	\$ 12.87
5	N/A	N/A
6	N/A	N/A
7	N/A	N/A
8	N/A	N/A
9	N/A	N/A
10	N/A	N/A
11	N/A	N/A
12	N/A	N/A
13	N/A	N/A
14	N/A	N/A
15	N/A	N/A
Average	\$ 12.80	\$ 12.95
High	\$ 12.94	\$ 13.31
Low	\$ 12.61	\$ 12.61
Increase in Current		1.14%



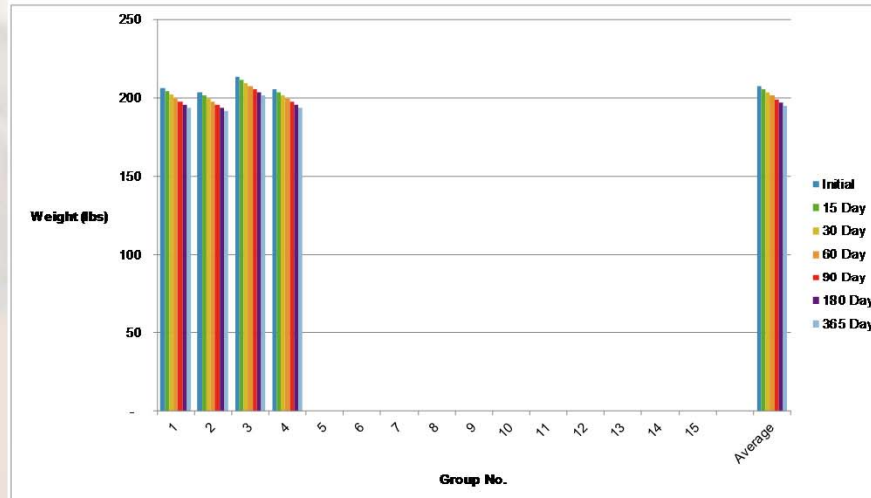
Enriched Data Collection



WESTSIDE WORKS

GROUP WEIGHT SUMMARY REPORT

Group #	Initial	15 Day	30 Day	60 Day	90 Day	180 Day	365 Day
1	206	204	202	200	198	196	194
2	204	202	200	198	196	194	192
3	214	212	210	208	206	204	202
4	206	204	202	200	198	196	194
5	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-
10	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-
13	-	-	-	-	-	-	-
14	-	-	-	-	-	-	-
15	-	-	-	-	-	-	-
Average	207.47	205.47	203.47	201.47	199.47	197.47	195.47



Enriched Data Collection



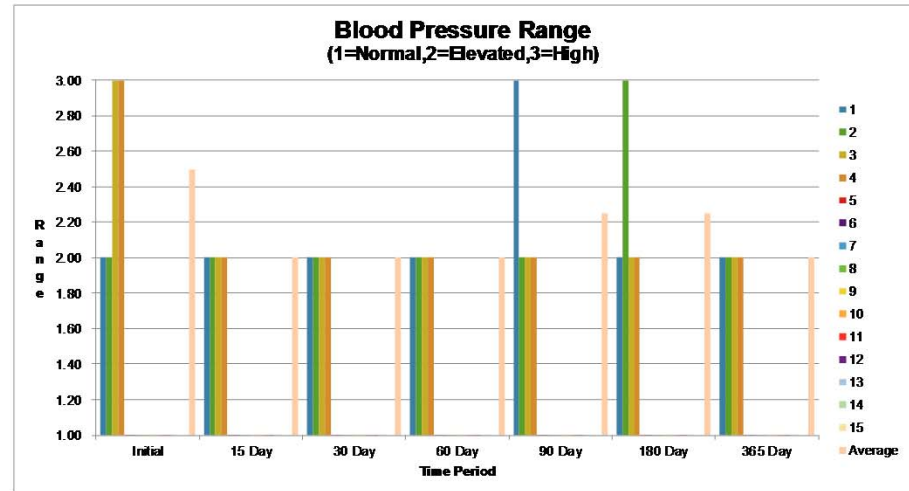
WESTSIDE WORKS

GROUP BLOOD PRESSURE SUMMARY REPORT

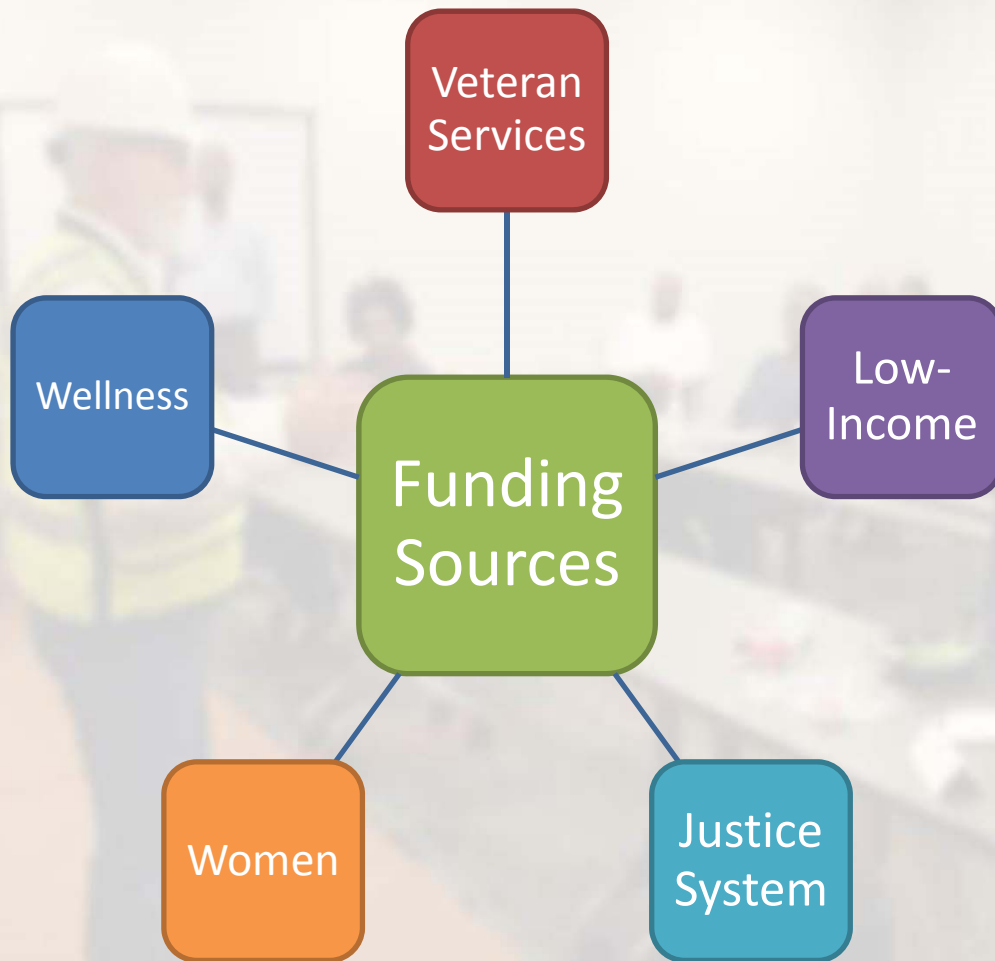
Blood Pressure

Group #	Initial	15 Day	30 Day	60 Day	90 Day	180 Day	365 Day
1	119/87	135/85	130/80	119/86	145/96	124/84	120/84
2	128/86	136/90	132/77	125/78	138/79	127/90	139/87
3	142/80	110/86	125/84	131/76	121/86	130/83	121/87
4	130/91	132/85	124/87	123/84	128/83	122/84	125/80
5	N/A	N/A	N/A	N/A	N/A	N/A	N/A
6	N/A	N/A	N/A	N/A	N/A	N/A	N/A
7	N/A	N/A	N/A	N/A	N/A	N/A	N/A
8	N/A	N/A	N/A	N/A	N/A	N/A	N/A
9	N/A	N/A	N/A	N/A	N/A	N/A	N/A
10	N/A	N/A	N/A	N/A	N/A	N/A	N/A
11	N/A	N/A	N/A	N/A	N/A	N/A	N/A
12	N/A	N/A	N/A	N/A	N/A	N/A	N/A
13	N/A	N/A	N/A	N/A	N/A	N/A	N/A
14	N/A	N/A	N/A	N/A	N/A	N/A	N/A
15	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Average	130/86	128/86	128/82	125/81	133/86	126/85	126/84

Range	1 = Normal		2 = Elevated		3 = High		
Group #	Initial	15 Day	30 Day	60 Day	90 Day	180 Day	365 Day
1	2	2	2	2	3	2	2
2	2	2	2	2	2	3	2
3	3	2	2	2	2	2	2
4	3	2	2	2	2	2	2
5	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-
10	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-
13	-	-	-	-	-	-	-
14	-	-	-	-	-	-	-
15	-	-	-	-	-	-	-
Average	2.50	2.00	2.00	2.00	2.25	2.25	2.00



Potential New Funding Sources



Data + Narrative

Diversity Income for
Sustainability and
Community

Leverage Arthur Blank
Relationship

Be Mindful of Income-
Generating Programs

****TOOL KIT FOR APPLYING FOR ETA COMPETITIVE GRANTS**

https://www.workforce3one.org/ws/www/pages/grants_toolkit.aspx?pparams=

Potential New Funding Sources

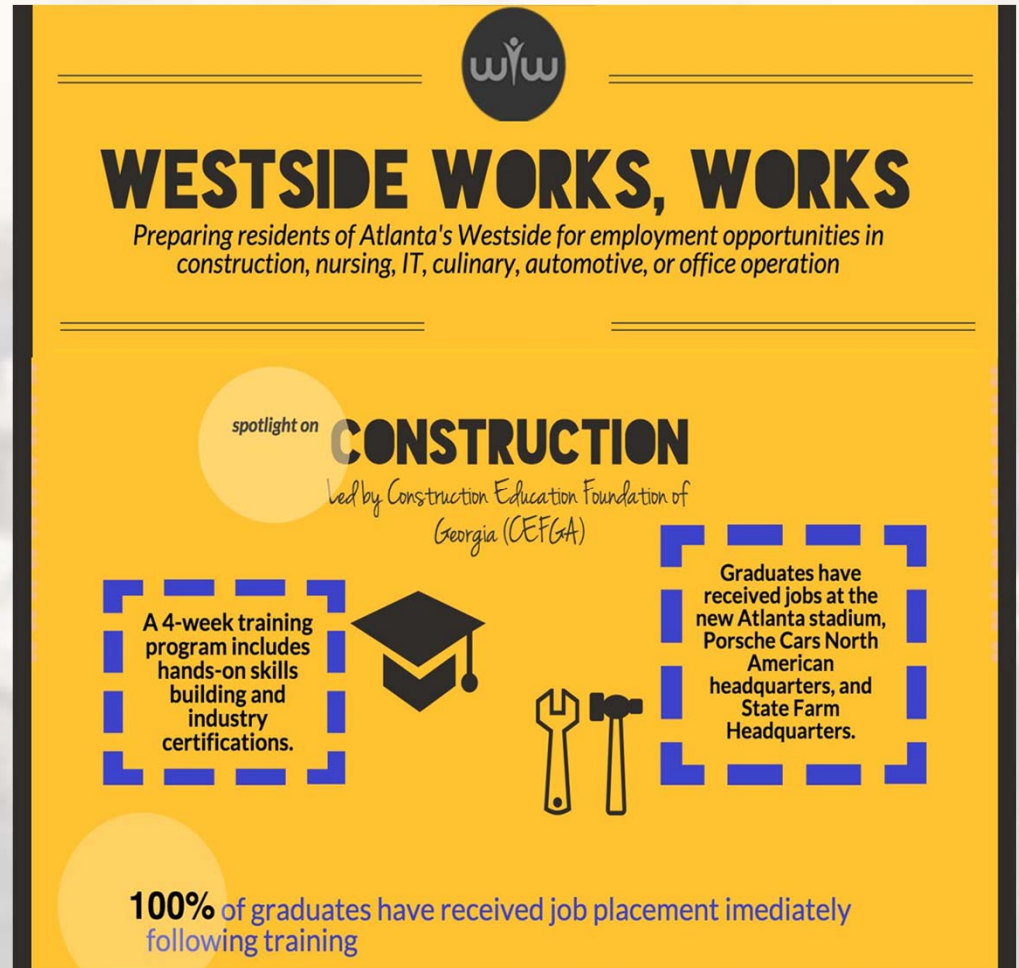
GRANT	URL	DETAILS
WOMEN		
Women in Apprenticeship and Nontraditional Occupations (WANTO) - Department of Labor	http://www.dol.gov/wb/programs/family2.htm	Provides grant funds to eligible community-based organizations that provide technical assistance to help employers and labor unions place and retain women in apprenticeships in non-traditional occupations. Department has emphasized training women for jobs in the construction industry.
JUSTICE SYSTEM		
Face Forward 3 - Intermediary and Community Grants - Employment and Training Administration	http://www.federalgrants.com/Face-Forward-3-Intermediary-and-Community-Grants-49933.html	The Employment and Training Administration (ETA) awards organization grants of up to \$1,050,000 million each to 10 community organizations to provide services to youth between the ages of 14 to 24 that have been involved in the JJS and never convicted in the adult criminal system.
Incarcerated Individual State Grants - Department of Education, Office of Vocational and Adult Education	http://www2.ed.gov/programs/transitiontraining/index.html	Department of Education, Office of Vocational and Adult Education
LOW-INCOME		
Pathways Out of Poverty - Herb Block Foundation	http://www.herblockfoundation.org/programs/pathways-poverty	For projects serving adults, The Herb Block Foundation seeks proposals to provide literacy education and GED preparation, and to offer vocational training and job placement.
Community-Based Job Training Grants - Employment and Training Administration	http://www.dol.gov/opa/media/press/eta/eta20100327.htm	It is anticipated that awards will range from \$1 million to \$3 million each for organizations providing jobs training to people in transition. Funds projects that provide training, education, and job placement assistance to prepare workers for employment
VETERANS		
Homeless Veterans' Reintegration Program - Department of Labor	http://www.dol.gov/vets/programs/hvrp/	The purpose of the Homeless Veterans' Reintegration Program (HVRP) is to provide services to assist in reintegrating homeless veterans into meaningful employment within the labor force and to stimulate the development of effective service delivery systems that will address the complex problems facing homeless veterans.
Stand Down - Department of Labor	http://www.dol.gov/vets/programs/Stand%20Down/	Funding must be used to enhance employment and training opportunities or to promote self-sustainment for homeless Veterans.
HEALTH & WELLNESS		
Georgia Dept of Community Health	https://dch.georgia.gov/grants-0	Funding health and wellness initiatives across the nation
Addressing Health Disparities - Atlanta Regional	http://www.atlantaregional.com/	Provide a training curriculum to direct care workers supervisors/management staff and to establish a 'Taking Care' coalition in metropolitan Atlanta.

Marketing Materials for Funders

Easily Manipulated
Interface

Succinct information
specific to Westside Works
Programs

Tailored to Fit Funding
Priorities and
Requirements



The flyer is yellow with a black border. At the top center is a circular logo with the letters 'w' and 'w' in white. Below it, the title 'WESTSIDE WORKS, WORKS' is written in large, bold, black capital letters. Under the title is a subtitle in a smaller, italicized font: 'Preparing residents of Atlanta's Westside for employment opportunities in construction, nursing, IT, culinary, automotive, or office operation'. A horizontal line separates this from the next section. Below the line, the word 'spotlight on' is in a small font, followed by 'CONSTRUCTION' in large, bold, black capital letters. Underneath 'CONSTRUCTION' is the text 'Led by Construction Education Foundation of Georgia (CEF(GA))'. To the left of the center is a blue dashed rectangular box containing the text 'A 4-week training program includes hands-on skills building and industry certifications.' To the right of this box is a black graduation cap icon. Further right is another blue dashed rectangular box containing the text 'Graduates have received jobs at the new Atlanta stadium, Porsche Cars North American headquarters, and State Farm Headquarters.' Below these boxes are icons of a wrench and a hammer. At the bottom of the flyer, a yellow circle contains the text '100% of graduates have received job placement immediately following training'.

WESTSIDE WORKS, WORKS
Preparing residents of Atlanta's Westside for employment opportunities in construction, nursing, IT, culinary, automotive, or office operation

spotlight on **CONSTRUCTION**
Led by Construction Education Foundation of Georgia (CEF(GA))

A 4-week training program includes hands-on skills building and industry certifications.

Graduates have received jobs at the new Atlanta stadium, Porsche Cars North American headquarters, and State Farm Headquarters.

100% of graduates have received job placement immediately following training

Summary



**Westside Works is Working
Leverage Results
Focus on Trends
Funding Opportunities**

THANK YOU!



WESTSIDE WORKS

Questions



**Urban Land
Institute**

Atlanta

