This working group will focus on successful strategies for spreading economic recovery to all neighborhoods in Denver through workforce development, hiring goals, and job training programs specifically geared toward middle-skilled jobs and low-income individuals aged 18-65.

10-23-17

Summary

1) North Denver Cornerstone Collaborative (NDCC) Update

William Chan, NDCC, provided an overview of five pilot programs the agency is working on to assist women, youth, and small business (see power point). He noted that in the Globeville, Elyria, and Swansea (GES) neighborhoods there are 9,000 non-profits and that they trying to identify them, and added that there are 39,000 non-profits in Denver that provide resources.

The program focus has been through leadership and civic training, with a stipend of $500 to offset any barriers, including mentoring opportunities. For small businesses, they will have opportunities to receive one on one support and receive marketing tools. NDCC will also provide nonprofit programing through mini grants and provide supplemental assistance from the Denver Public Schools (DPS) Connects program.

Councilmember Gilmore questioned if more funding will be available in the future. Mr. Chan said yes, that the mini grants are a start and that they want to encourage non-profits to continue their work and seek other possible funding sources. The Councilwoman requested a list of the 39 nonprofits.
2) Construction Collaborative Partnership

Tracey Stewart, Gary Community Investments, explained that there is a systems problem in the metro area with 60+ workforce-related organizations that are disconnected. The need is to create a collective model to be the backbone for workforce delivery. The new “Workforce Model” will operate under a common agreement, include collaborative funding, utilize shared technology and data driven-measurements, and expanded communication strategies (see power point).

Rebecca White, Colorado Department of Transportation (CDOT), stated that the “collective” shouldn’t be just government, the new model includes private industry involvement and other non-profit providers. She explained that in the future, they are looking at 30,000 workers across all projects, hoping to get a least 30 service providers involved, and to include at least seven governmental agencies.

The model includes resource navigation, training, advancement (wrap around services), community-building, with all focus points leading to family sustainability. Denise Bryant, Office of Economic Development (OED), noted that OED and the Office of Financial Empowerment will also be involved as part of the model of resources. Katrina Wert, Community College of Denver (CCD), announced that November 14 will be the kick-off date for the community network. The plan is to support all related industries including truck vendors, and to build capacity for all worker needs. The challenge is to get the information to the public and to start building the capacity.

Richard Groves and Marion Combs, Combs Communication Partners, provided an overview of the communication strategy to name and message the collaborative model. “WorkNow – Building More – Building You”, will represent the model and will be easily identified through images and need for a specific industry, including Council specific components. The communication framework will be easily accessible and will accommodate for language needs.

Councilmember Ortega questioned what the point of entry will look like and if anyone will follow individuals through the process. Ms. Stewart said they will utilize “Aunt Bertha” an online platform that will allow individuals to search and to connect to employers, once employed.

Councilmember Kniech questioned if the model lives in CCD as the anchor supported by the workforce participants and if other cities have similar models. She requested information on how much the city is involved in this partnership. Ms. Wert said they developed this model from a Los Angeles model and some facets from San Francisco CityBuild, Seattle, and Baltimore Jump Start. She would send a chart summary if that would help.
Councilmember Brooks asked how this program will coordinate with individuals who are re-entering the workforce for many reasons. Ms. Wert said they continue to work with partners on that issue and they are hoping to get two new partners soon. There is a monthly meeting of the coordinating group that meet to discuss planning and needs. The next round table meeting will be in November. Ms. Stewart added that they are also building the childcare network.

Councilmember Gilmore questioned what the expanded financial literacy program looks like and if the Office of Hope and Office of Financial Literacy is involved. Ms. Stewart said they are also partners in this model. The Councilwoman asked if there is a matrix with goals and quantitative measures to evaluate the program. Ms. Stewart said it is more of a platform rather than a program because they are investing $450 million to assure that it will be sustainable now and after they are all gone which would include wrap-around services that help eliminate any barriers. One goal is to help 53,000 families every five years, anyone from age 13 to retirement. Ms. Stewart said they have a matrix of 70 items and could send a summary sheet with the information.