

Building a Detroit Jobs Alliance: Community-based Job Creation Stakeholder Group

April 25, 2012 Meeting Summary

Participants

Judith Brantley, Focus: HOPE
Elizabeth Rutherford, Henry Ford Community College
Jeffrey Portis, Young Detroit Builders
Robert Shimkoski, Detroit Workforce Development Department
Richard Carson, Renaissance Consulting Group

Manuela Zarate, Veronica Sanchez-Peavey, Michelle Rafferty, SER Metro Detroit
Debra Rowe, Detroit Green Skills Alliance
Lisa Katz, Workforce Intelligence Network
Layna Gardner-Lott, Goodwill Industries
Kylee Mitchell, Detroit Regional Workforce Fund
Michael DiRamio, Jeannine La Prad, Tammy Coxen, Corporation for a Skilled Workforce

Introduction & Timeline

The Feb 9, 2012 event held at United Way kicked off the effort to build a Detroit jobs alliance focused on a collective action plan and policy agenda for creating pathways to employment and careers for Detroit residents. The effort focuses on community engagement, capacity building, and policy advocacy and is principally focused on city- and region-wide systems change. The Detroit Regional Workforce Fund is incubating the Detroit jobs alliance effort, and Corporation for a Skilled Workforce is managing the effort.

The Community-Based Job Creation stakeholder group is one of five groups that emerged from the Feb 9th event. The rough timeline is to have 2-3 sessions for each of the five groups leading up to a series of coordinated action planning meetings in the late summer/early Fall and formation of a governance structure. In addition to identifying areas for coordinated action, the five stakeholder groups are also meant to be a forum for peer-to-peer learning and exchange of ideas and identification of areas for capacity building that would be helpful to participating organizations.

The intent is for the Detroit jobs alliance to be stakeholder-driven. As employer engagement received 36% of the votes in a poll of stakeholders at the Feb 9th meeting, and more than half of the “game changing” ideas at the Feb 9th event were related to working with companies to create new job opportunities and pathways to employment for Detroit residents, the first meeting of the Community-Based Job Creation stakeholder group focused on a framework for this (see appendix A).

We also touched upon some of the more specific ideas people had for responding to different industry sector needs and creating jobs within neighborhoods where different community development efforts may provide a cornerstone for employment opportunities.

Ultimately what emerged were some ideas for both short- and longer-term opportunities for preparing residents for work, aligning with local economic and community development investments and growth and creating the partnerships for more direct engagement with employers regarding job creation and pathways.

Summary of Discussion: Community Based Job Creation (CBJC)

CBJC Framework –An Overview to Help Guide Discussion

How do we empower communities to create jobs and meet unmet needs? How can we promote collaboration, public-private partnership innovations to create jobs based in the community that are accessible to residents? Communities can play a vital role creating the conditions whereby job creation occurs....

- Enable It – Policy
- Build It – Market making
- Support It – Business services and capacity building
- Supply It – Workforce development
- Sustain It -- Systems

Ideas and Outcomes from Feb 9th Event

- A general concern was voiced that traditional approaches to job creation are necessary though not sufficient, and that many people in Detroit need more inroads to obtaining work experience and good jobs
- Several multi-pronged approaches to job creation were identified, including:
 - jumpstarting new industries to create jobs, in addition to connecting people to existing jobs;
 - promoting employment opportunities through community-benefit agreements;
 - creating new small businesses and social enterprises;
 - creating transitional employment opportunities; and
 - aligning more closely on the front edge of job creation initiatives with economic development agencies.

Opportunities & Challenges for CBJC

Needs/Opportunities

- Coordinating across silos so that existing resources don't go to waste
- Creating more access sites for computer/IT related training, job applications, etc. to address digital divide
- Leveraging metropolitan \$ and volunteer support for literacy work in Detroit
- Building stronger connections to learning labs
- Establishing a clearinghouse re: programs, services, resources, etc.
- Increasing community/resident engagement; ensuring clear understanding of resources and opportunities for work, learning
- Aligning with DEGC cluster development (e.g., map of growth sectors by neighborhood)
- Providing more targeted training for more in-demand sectors such as IT (e.g., basic digital literacy)
- Connecting to the economic & community development work in progress
 - Health care facility construction; private-based construction
 - Health care information technology & jobs related to the conversion data systems

- Providing more creative ways for experiential learning (but need employer buy-in)
- Developing alternatives to internships (i.e., project-based learning)
- Mapping resources & providing info to the general public (e.g., jackets for jobs)
 - Connecting w/the media to disseminate to this (e.g., “feature of the week”)
 - Community resource fairs (e.g., No Family Left Behind)

Examples of Promising Projects, Programs, & Practices

- Global Detroit entrepreneurship program
 - Developing home based businesses
 - Establishing a loan component
 - Targeting SW Detroit, N End, Central Woodward
- Contractor incubator program (CBGB funded)
 - Informal – formal business
 - Equipment assistance
 - Money for licensing exams
- Learning Labs – are people aware/using
- Shifting Code
- Fair Food Network – grocer incubator
- Community benefit agreements
- Anchor institution supply chains (local procurement)
- Worker co-ops & business services (e.g., C2BE Employee –ownership)
- Detroit Kiva, CT Bank – more financing models and support for entrepreneurship
- 741 Collaborative in Chicago (Chase funded electronic clearinghouse)

Next Steps

- Sharing what is working in terms of promising practices; building capacity and helping to coordinate the activities and engagement
- Organize info/learning session that’s more focused on the CBJC Framework, especially the “Enable It, Build It, and Support It” related activities & resources
- Inviting DEGC/ICIC to present on “heat maps”
- Next Meeting – Young Detroit Builders – next meeting host

Appendix A: Community Based Job Creation Framework

