



Local Workforce Equity Plans

Policy Summit Conference – June 22, 2023 – Cleveland, OH

Agenda

1. Welcome and ROC Cohort Program Overview
2. Defining Racial Equity and the GARE Six-Step Racial Equity Tool • 1:37pm – 1:45pm
3. Local Workforce Equity Plans • 1:45pm – 2:10pm
 - Charleston, SC
 - Wilmington, DE
 - York County, PA
4. Breakout Activity • 2:10pm – 2:35pm
 - Group One: Defining Desired Results (Charleston, SC)
 - Group Two: What Does the Data Tell Us? (Wilmington, DE)
 - Group Three: Centering Community Voice (York, PA)
5. Reflections and Report Back • 2:35pm – 2:45pm



Today's Presenters

- **Introducer:**
 - Alison Shott, Community Engagement Advisor, Federal Reserve Bank of Philadelphia
- **Moderators:**
 - Larry Hiscock, Founder, Lead Change Together
 - Shanna Crutchfield, Principal Consultant, Visions of Equity
- **Speakers:**
 - Markevis Gideon, Founder and Managing Director, NERDiT Now
 - Renata B. Kowalczyk, Chief Executive Officer, Wilmington Alliance
 - Tess Martin, Director of Impact Investing & Treasury, Coastal Community Foundation of South Carolina
 - Sully Pinos, Executive Director of BLOOM Business Empowerment Center, York County Economic Alliance
 - Cindi Rourk, Chief Executive Officer, CLIMB Fund
 - Marlena Schugt, BLOOM Program Manager, York County Economic Alliance



ROC Cohort Program

Program Overview



Program Description

- The ROC Cohort Program equips local leaders with the skills and knowledge to build strong, inclusive regional economies. Cross-sector teams engage in racial equity and economic development training, coaching and advising, and peer learning. Each cohort develops their own equity plan to strengthen their local economy using community-led, data-driven strategies.



Program Pillars

Inclusive Regional Economies

Communities, program managers, partners and trainers share a common mission to remove historical barriers that prevent communities from reaching their full economic potential.

1

Capacity Building

Cohorts build community capacity to address key community development challenges through racial equity-centered collaboration.

2

Collaborative and Community-Led

Program trainings are designed in response to the community needs of participating cohorts. Cohorts learn from and alongside other communities through peer learning opportunities.

3

Evidence-Based and Data-Driven

Program elements are rooted in a data-driven and evidence-based approach to collaborating, planning, and implementing different strategies that advance inclusive economic mobility.

4

Sustainable Systems Change

Builds the capacity of the community to deliver more equitable policies, partnerships, and resource outcomes.

5

Asset Mapping

An interactive data exercise led by expert facilitators to identify and build on local community resources

Racial Equity Training

Sessions facilitated by leading racial equity trainers to inform an implementation plan

Track-Specific Training

Small group trainings with leading industry research and practitioners experts



Program Components

Coaching & Advising

Individualized coaching and advising from racial equity and industry-specific experts

Multiyear Inclusive Development Plan

A cohort-informed implementation plan for inclusive growth in a region

Overview: Program Growth



2020

- Focus: Three Tracks:
 - Housing Equity
 - Job Equity
 - Wealth Equity
- Length: 6 months
- Reserve Banks: 2
- Communities: 9
- States: 4



2021

- Focus: Equitable Small Business Recovery
- Length: 10 months
- Reserve Banks: 5
- Communities: 9
- States: 5



2022

- Focus: Equitable Workforce Recovery
- Length: 12 months
- Reserve Banks: 8
- Communities: 11
- States: 10





LOCAL AND REGIONAL
GOVERNMENT ALLIANCE ON
RACE & EQUITY



Reinventing Our Communities

Local Workforce Equity Plans & Inclusive Local Economies

June 22nd, 2023

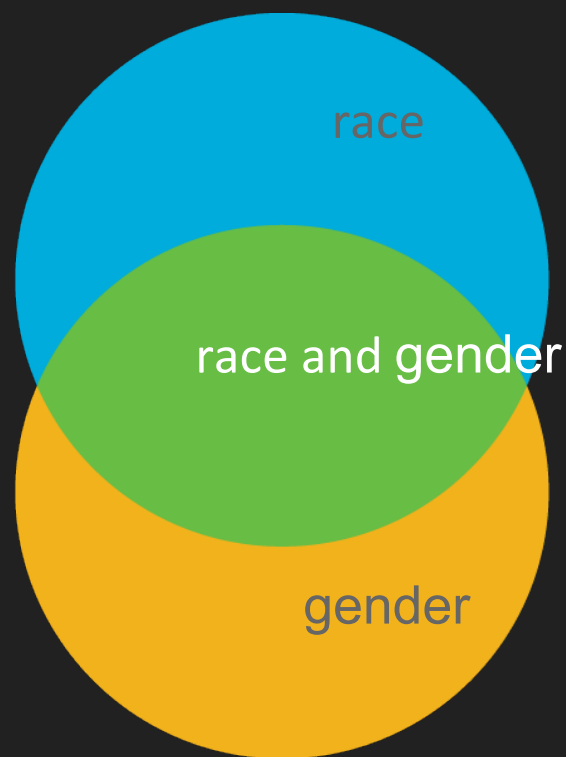
Why lead with race?

- Racial inequities deep and pervasive
- Race is often an elephant in the room
- Learning an institutional and structural approach can be used with other areas of marginalization
- Specificity matters

**Race focused, but not exclusive
always bring an “intersectional” analysis**



**we have to acknowledge
it if we want to
race forward.**



The “Race And” Framework

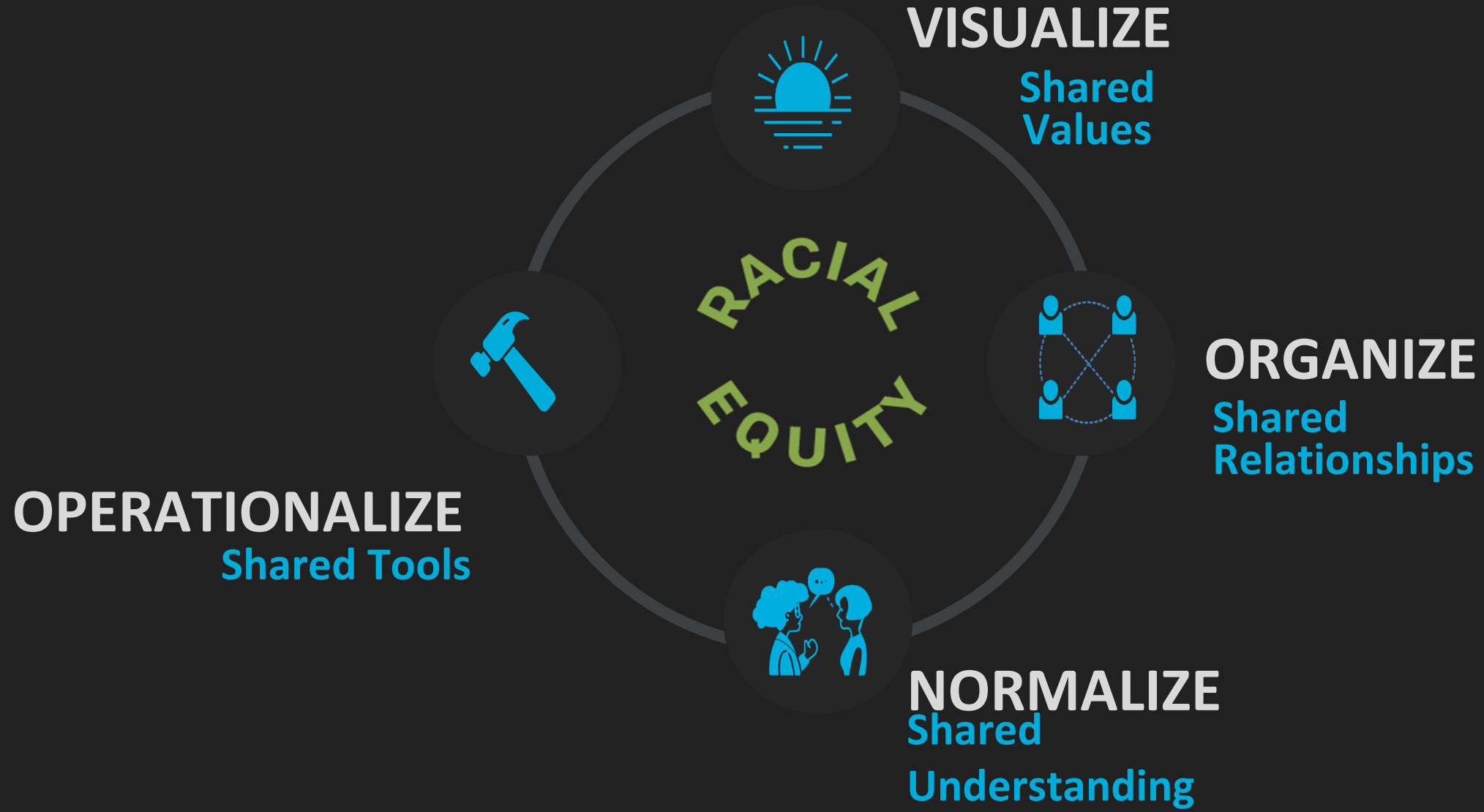
We address race *explicitly*, not *exclusively*. (e.g. race and gender, race and immigrant status, etc.)

Or in other words, we address race *prominently* and *intersectionally*.

Race can be a *complementary*, rather than *competing*, frame

- By identity, e.g., race **AND** gender
- By topic, e.g., environmental justice and racial justice, reproductive justice and racial justice, etc.

Elements of Change for Racial Equity



Different Levels of Racism

INDIVIDUAL RACISM



Internalized
within individuals.

These are private beliefs and biases about race that reside inside our own minds and bodies.



Interpersonal
occurs between individuals. Bias, bigotry, and discrimination based on race.

SYSTEMIC RACISM



Institutional
occurs within institutions. It involves unjust policies, practices, procedures, and outcomes that work better for White people than people of color, whether intentional or not.



Structural
refers to racial inequities *across* institutions, policies, social structures, history, and culture.

Strategies to Address Racism

Internalized Racism

Support groups, racial healing
Mentoring, counseling, and education

Interpersonal Racism

Trainings, Cross-cultural dialogues, Relationship-building

Institutional Racism

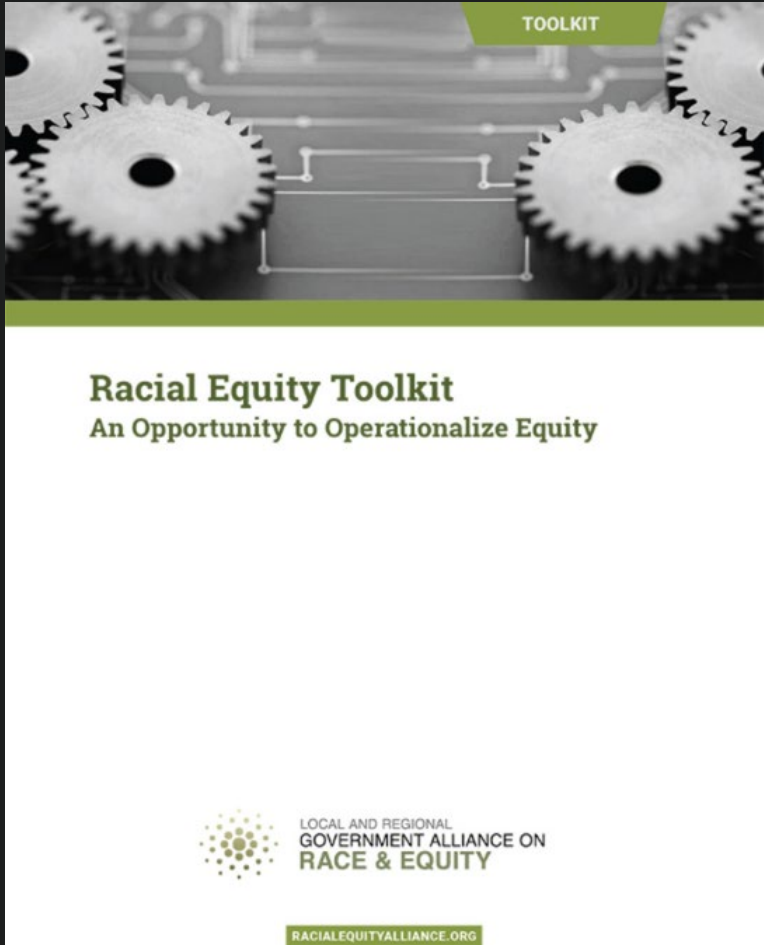
Changing policy and practices
Creating new institutions

Structural Racism

Highlighting history, revealing root causes
Challenging racist myths, ideologies
Narrative and culture change
Challenging multiple institutions, intersecting impacts

Racial Equity Tool (RET) Methodology

- 1** **Desired results**
Your vision and desired state-of-being for ALL
- 2** **Analysis of data**
Identifying who is most negatively impacted
- 3** **Community engagement**
Shifting power to those most impacted
- 4** **Strategies for racial equity**
Informed by desired results, data and engagement
- 5** **Implementation plan**
Identifying tasks and setting a plan
- 6** **Communications and accountability**
Forming a message and documenting impact





LOCAL WORKFORCE EQUITY PLANS, INCLUSIVE REGIONAL ECONOMIES Charleston, South Carolina

Cindi Rourk, Chief Executive Officer, CLIMB Fund

Tess Martin, Director of Impact Investing & Treasury, Coastal Community
Foundation of SC

Goals of Charleston Partners:

- We aim to empower and support a network of thriving minority businesses in Charleston and the surrounding areas.
 - Inspire & Support Start-Ups
 - Provide access to Capital through a Revolving Loan Fund
 - Building a Small Business Eco-System



Desired Results:

1. Comprehensive Resource Guide for Minority & Women-owned Small Business Owners and Entrepreneurs
2. Creation of Black-owned business scorecard through a partnership with the City, which will track results of Black-owned businesses, including the number of businesses started and funded, as well as funding amounts, loans made and loan amounts
3. Started tracking through Business Registration – include tear sheet for Demographic information
4. Increase the number of Black-owned businesses in Charleston, Peninsula area by 200% over the next 3-5 years



Challenges, Opportunities & Successes:

Challenges:

- Not knowing what we don't know but asking questions and doing the work anyways.
- Determining who is best person or group to be a permanent convener of this work going forward

Opportunities:

- Be intentional with our original efforts with small & big goals, utilizing strategic planning.
- Make sure that everyone who is engaged in this space is at the table by serving as a convener & collaborator.



Challenges, Opportunities & Successes:

Successes:

- Creation of 'The Opportunity Center'
 - Home of four local non-profits actively working in the community and economic development sector and providing workforce development, small business incubators, and coworking spaces.
- Launch of the Lowcountry Minority Business Accelerator program by the Charleston Metro Chamber of Commerce
 - Accelerating the development and growth of high potential minority-owned businesses, strengthening our region's minority entrepreneurial community and advancing our region



Racial Equity Timeline:

- Charleston Racial Equity timeline begins in the year 1526 with South Carolina serving as a slave colony from inception.
- Understanding our long and complicated history with race and inequity and how this has led to the current issues that are plaguing our residents.
- The importance of creating a racial equity timeline and using this tool as a resource to better understand systemic issues plaguing minority business owners and entrepreneurs.



Break-out Discussion:

- Creating your own racial equity timeline to better understand what contributed to the current issues your city might be facing.
- Defining desired results, as well as determining short- and long-term goals.
- Determining ways to make progress towards achieving those goals and monitoring current challenges and opportunities for advancement and growth.





WILMINGTON
ALLIANCE

Wilmington Alliance

and

NERDiT Ecosystem

Renata B. Kowalczyk

Markevis Gideon



WLA + WRC =  WILMINGTON
ALLIANCE

The Wilmington Alliance is a 501c(3) formed in **August 2019** to advance our City through **intentional strategic collaborations** with a culture that is both inclusive and innovative.

The Alliance is a civically led, corporately inspired, and community focused, with **over 40 investor organizations** supporting our work.

The Alliance, works to make Wilmington a more beautiful, safer, and thriving city that provides opportunity for all through our programs in **Workforce Development; Entrepreneur and Small Business Support; and Creative Placemaking.**



Vision, Mission & Values

Our Vision: Wilmington will be a **thriving community that offers opportunities and access to all.**

Our Mission: The Wilmington Alliance brings people together to **drive innovative solutions, leverage resources and promote opportunities** to empower the city's residents and businesses.

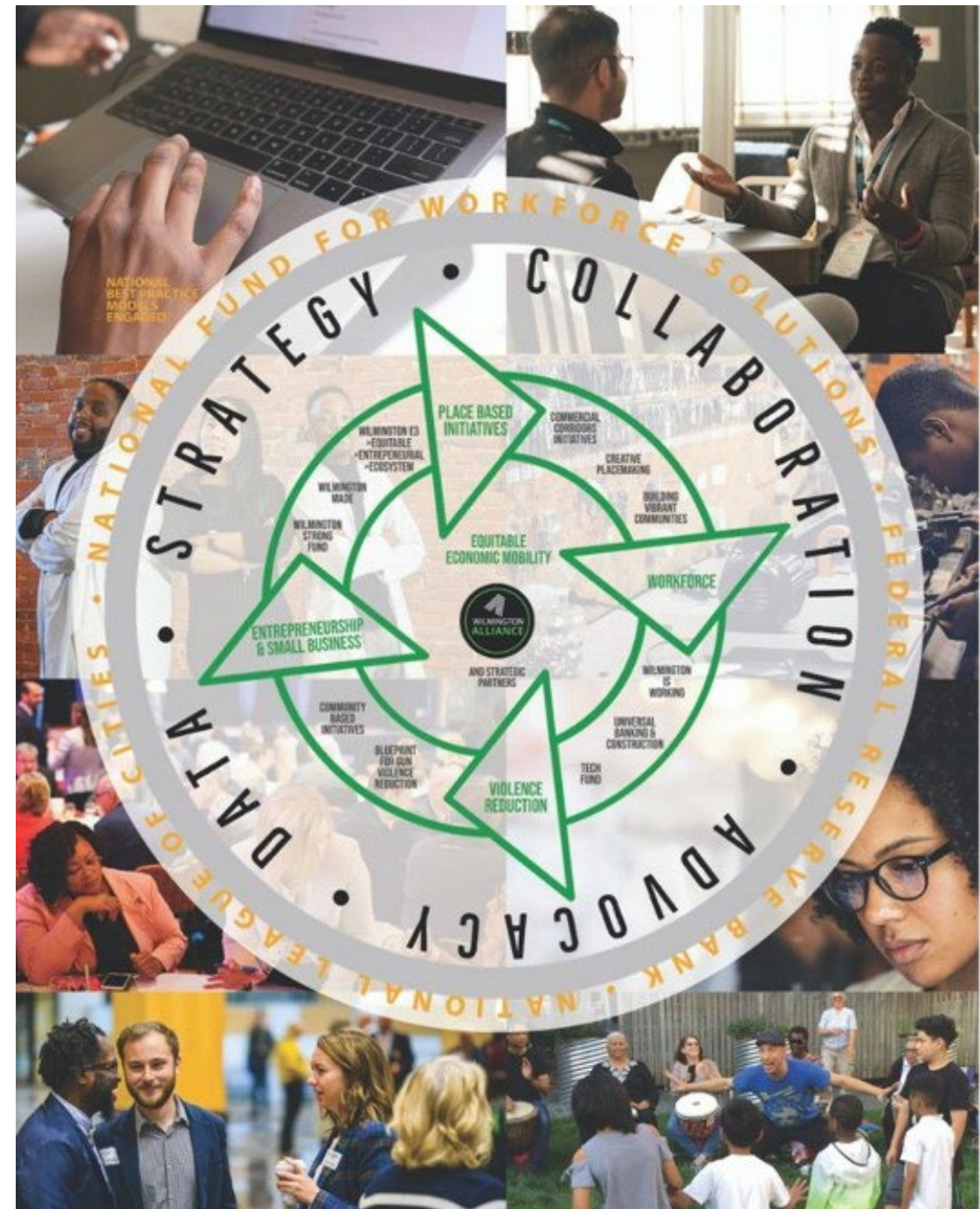
Our Values:

- **Equity**
- **Results-Oriented**
- **Inclusion**
- **Collaboration**



Wilmington Alliance is serving as an **intermediary** through following practices:

- **Assess, identify or respond** to known community needs
- **Research and engage** national, regional or local best practices and models
- **Identify and advocate** for initiatives that are best suited to meet those needs
- **Develop, execute and evaluate** strategic projects and launch pilots, where appropriate
- **Identify, vet and select** strategic partners
- **Create a collaborative infrastructure** to share, learn and impact Wilmington together
- **Identify, secure and share** resources and funding with partner organizations



 **NERDiT NOW**

EST. 2015

 **NERDiT CARES**

EST. 2018

212 W. 9th St, Wilmington



NERDiT RECYCLES

EST. 2020

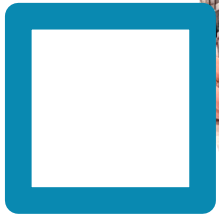
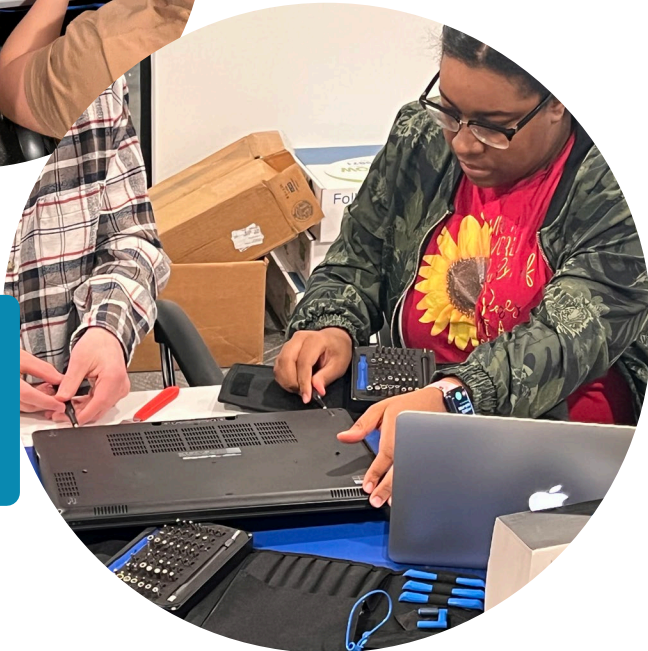
3030 Bowers St, Wilmington

NERDiT Ecosystem

NERDiT CARES Academy

Current Workforce Development Program

*Certifications: COMPTIA IT Fundamentals,
COMPTIA A+, and AWS Cloud Practitioner*



- 16 weeks
- 2-3 Cohorts per year*
- Apprenticeship opportunities
- Mock Interviews
- Personal and Professional Development
- Case Management
- Job Placement

*includes justice-involved persons

Pre-Apprenticeship Program (mobile and storefront)

- Express Repair
- Customer Service
- Problem-Solving
- Engagement
- Business Acumen





**Learn more about Wilmington Alliance
at:**

www.WilmingtonAlliance.org

**Learn more about NERDiT NOW
at:**

www.nerditnow.com

**Learn more about NERDiT CARES
at:**

www.nerditcares.org



York County Racial Equity Tool: Centering Community Voices

June 21, 2023

Cohort Focus / Challenge

Focus: Access to childcare as a barrier to employment

Desired Result: To ensure access to quality, affordable child care for employed individuals, job seekers, and those who are not currently engaged in the workforce have in York County.



Building Community Partnerships

Perspectives Represented by the York Cohort

- Chamber/EDC, workforce board, manufacturing industry, school districts, philanthropic partners, community action agency, mission-based community service organizations

Outside Perspectives that We Would like to Consider in Our Plan

- Community Connections for Children - Early Learning Resource Center
- Working parents
- Parents currently outside the labor force



Community Successes

- Filter - All
- Childcare
- Disability Services
- Housing & Financial Counseling
- Mental Health
- Unemployment
- Veterans
- Welcoming Communities
- Access to Capital
- Re Entry
- Small Business Growth & Entrepreneurship
- Workforce Development

Access York For Victims Of Domestic Abuse

▾ Housing & Financial Counseling

[READ MORE](#)

Bell Socialization Employment Support

▾ Mental Health

[READ MORE](#)

Bell Socialization Family Shelter

▾ Housing & Financial Counseling

[READ MORE](#)

BLOOM Small Business Development Classes

▾ Small Business Growth & Entrepreneurship

[READ MORE](#)

CASA

▾ Immigrant Population, Welcoming Communities

[READ MORE](#)

BLOOM Business Empowerment Center

▾ Small Business Growth & Entrepreneurship

[READ MORE](#)

Countywide Workforce Committee-

Over 40 partners representing perspectives of:

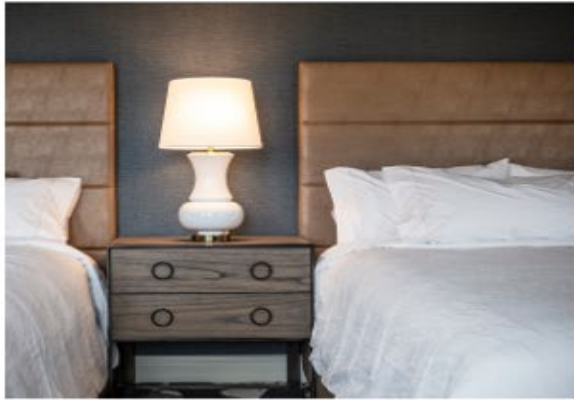
- Business
- Community
- Education

Childcare Sub Committee



Looking for your next career pathway?

John A. Lambert Hospitality Training Program



Why Hospitality?

- No experience needed
- Flexible schedule
- Fast-paced environment
- Opportunities for growth
- Transferrable skills

Join us for **FREE classes** taught by industry professionals and the opportunity for an interview with a hospitality employer like The Yorktowne Hotel!

Register at: bit.ly/3Aaq2cE

Questions? Contact Marlana (mschugt@yceapa.org) or Sully (spinos@yceapa.org), or call 717.848.4000

John A. Lambert Hospitality Training Program Overview

- Pilot program offered courses in **Guest Services, Restaurant Server, Kitchen Cook, Breakfast Attendant, Front Desk, Maintenance, Guest Room Attendant.**
- Courses are offered and certified by the **American Hotel and Lodging Educational Institute.**
- **Courses offered in Spanish and English**
- **Dinner and Childcare Provided**



York County
Economic
Alliance



YCEApa.org
Bloomyork.org
DowntownYorkPA.com



Cohort Focus / Challenge

Providing Small business owners from communities of color (BIPOC) and with support, capital, technical assistance to help with their business life cycle in York County and increase economic and wealth mobility.

- What are the biggest needs from businesses owned by women and individuals of color?
- What are the resources currently in place? How can they evolve to meet the needs and experiences shared?
- What resources, policies, and programming need to be established to support these needs?



Community Voices

We hosted a series of focus sessions for small businesses owned by women, and individuals of color. In those sessions, we heard direct feedback from business owners sharing:

- What's getting in the way of your business thriving and/or you reaching your future goals for your business? When you were starting your business and interacting with local government and other agencies, did you notice anything missing or that could have been improved upon during that process?
- What do you wish that funders and local governments better understood about owning a business?

Direct Surveys to Small Business Owners/Small Business Service Providers

Covid Relief Funding Program Analysis



Community Successes

SUITE OF SERVICES

EDUCATION

(All offered at no cost.)

- ⚙️ **BLOOM Classes**
Multi-week training programs to assist entrepreneurs and existing businesses by connecting them to necessary resources and support.
- ⚙️ **BLOOM Bootcamps**
Sessions that take an in-depth dive on various topics such as budgeting for business owners, valuing your business, aspects of marketing, and much more. Participants will also be given the opportunity to ask presenters questions specific to their business.
- ⚙️ **BLOOM Business Series**
Workshops for small businesses and entrepreneurs that provide best practices for customer service, marketing, local trends, and more.

CAPITAL

- ⚙️ **BLOOM Loans**
Funding for business growth, capital projects and improvements, equipment, real estate, and farming.
- ⚙️ **BLOOM Grants**
Micro grants to help a business to make possible something that otherwise may not have been.

OPPORTUNITY

- ⚙️ **BLOOM Fellowships**
Empowering community members to pursue their ideas will support the germination of community and business building initiatives.
- ⚙️ **BLOOM Mentorships**
Partnering existing business leaders with those new in development, for peer-to-peer support through existing or new resources such as SCORE, WBCO, and more.
- ⚙️ **BLOOM Pathways**
A comprehensive hub of resources for educators, students, businesses and the community to provide equitable access to opportunities to develop our future workforce and enhance economic mobility.



BLOOMYork.org



Community Successes



Education Capital Opportunities Partners News

Home > Partners

BLOOM Small BUSINESS COLLECTIVE

All Partners

Capital (Microgrants)

Networking/Mentorship

Coworking Spaces

Capital (Financing)

Business Start Up

Educational Resources

Employee Resources



Centering Community Communities

Identifying the Challenge

Identifying Stakeholders most directly linked to the challenge/goal

Outside Perspectives

Building/Strengthening Trust

How to engage perspectives

Tips/suggestions for engagement opportunities

The outreach does not stop after the goals and trust are established.



Find Out More! • linktr.ee/roc2023

