FPP Virtual Session – November 2019
“Unlocking the Potential of Unemployed Youth”
Claudia Mercado and Alex Rudnick
Barry Altland

Director, Partner Engagement
Who/What is FPP?

FLORIDA PROSPERITY PARTNERSHIP

LEARNING. INFLUENCE. CONNECTION. PARTNERSHIP. FPP.
A Thank You to FPP’s Funders

FUNDERS

BANK OF AMERICA  WELLS FARGO  CenterState

JPMorgan Chase & Co.

TD Bank  BB&T  Cities for EMPOWERMENT Fund

SunTrust Foundation

Bank OZK  BBVA Compass  Comerica

Synovus

Seacoast Bank  TIAA Bank  Valley

Florida Blue

Florida Prosperity Partnership
Engage Live with Your Community Development and Financial Capability Practitioner Peers!

October 1 – November 20, 2019

3-Hour Immersive Sessions

in

Jacksonville * Miami * Broward * West Palm *
Naples * Tampa * Winter Haven * Pensacola *
Tallahassee * Orlando * Daytona Beach * Gainesville

Register: FPP Website > Events
Certified Practitioner in Financial Capability

https://CPFinCap.org
FPP 20/20: Focus on the Future

May 26 – 29, 2020
Omni Orlando at Championsgate

www.FPPConference.com
Certificate of Completion Requests

FPP@FloridaProsperityPartnership.org
Generation
Florida Programming Overview
Chat Box Response #1

In three (3) words or less, what is your role in serving the community?
Established in 2015, Generation seeks to close the skills gap for young people.

Our mission is to empower young people to build thriving, sustainable careers and provide employers the highly skilled, motivated talent they need.

Our vision is to enable a career-launching job for every young person, anywhere in the world.
Where We Provide Services

Since 2015, Generation has scaled to 13 US Cities and graduated 2,527 young people from training programs spanning seven professional sectors.

Success in the Sunshine State

- Florida Generation programs have altogether produced 717 graduates, representing 28.3% of all US grads and the most of any state.
- Florida program graduates have increased by an average of 65% yearly from 2016-2018
Generation’s approach has seven components, which we implement in each program:

1. Jobs and employer engagement on ROI from the start
2. Recruit students based on intrainings, effort, and employment standards for the profession
3. 4-12 weeks of technical, behavioral, mindset & professional presence skill training
4. Social support services & mentorship along the way
5. A community that follows graduates into the workplace
6. Return on investment for employers, students, and society
7. Data at the center
Who We Serve:

Generation seeks to provide services to economically disconnected young adults ages 18-29, who face significant barriers to accessing and retaining employment, such as income, education and childcare.

**Jacksonville Participant Demographics:**

- Average participant age is 24.
- 43% have dependents
- 85% have only HS Diploma

84% Reported Earning Less than $1000/month
- Includes 63% earning less than $500/month

61% of participants have reported hearing about Generation through a digital channel such as google ads or social media

Generation provides robust wrap-around supports (i.e. childcare assistance, transportation allowance) and a living stipend during training to remove barriers, cover living costs, and incentivize participation.
Florida Training Programs

Generation’s training is **boot-camp style**, lasting **5-12 weeks** and focusing **70 / 30 on technical and soft skills**. Curriculum is **designed collaboratively** with leading sector partners and leads to an industry recognized credential. Generation targets entry level roles in high growth industries for **maximized upward mobility**.

<table>
<thead>
<tr>
<th>Program</th>
<th>Length</th>
<th>Credential</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Helpdesk (Gen &amp; ReGen)</td>
<td>11 weeks</td>
<td>CompTIA Fundamentals, A+</td>
</tr>
<tr>
<td>Customer Service Supervisor Online</td>
<td>5 weeks</td>
<td>National Retail Federation Retail Industry Fundamentals</td>
</tr>
<tr>
<td>Administrative Medical Assistant</td>
<td>5 weeks</td>
<td>Certified Electronic Health Records Specialist</td>
</tr>
<tr>
<td>Cloud Support Engineer</td>
<td>12 weeks</td>
<td>Amazon Web Services Cloud Practitioner</td>
</tr>
</tbody>
</table>

This **rapid, yet meaningful**, approach ensures better success for populations who may otherwise not thrive in traditional long-term educational programs.
Poll Question #1
Curriculum for all programming integrates three types of skills

Four global mindsets that are necessary for success in any workplace:
- Personal Responsibility
- Future Orientation
- Growth Mindset
- Persistence

Tailored behavioral skills that target the “soft skills” needed for success in the role (e.g., adaptability, customer focus, proactiveness)

Core technical skills required for success in the role on “day one” and to be on a path to promotion – either customized for the role or even further for a partner employer
Classroom activities are varied and offer diverse exposure

- **Skill-building sessions tailored for the role**
  - Introductory behaviors & mindsets sessions that build a common vocabulary and draw connections between these skills and the role
  - Technical sessions that introduce & practice new skills and their connections to behaviors and mindsets
  - Skills application sessions that provide repeated practice with realistic, on-the-job scenarios, integrating all skill types
  - Reflection & reinforcement sessions that solidify and evaluate the integrated set of skills, through observation and assessment

- **Social support sessions tailored for participants**
  - Community sessions that foster connections between instructors, students, and mentors
  - Social support & mentorship sessions that target challenges outside of the workplace, customized for each particular participant population

- **Employment sessions tailored for the career pathway**
  - Employment essentials sessions that build the skills needed to get the job (e.g., interviewing, resume preparation) and to advance in that job (e.g., career pathways, incentive structures)
  - Industry & employer engagement sessions where possible
Partnership Model: Miami MDC IT Programs

Generation works closely with MDC as the Program Delivery Partner
- Generation provides the curriculum and training methodology
- MDC hires the Instructor and Mentor and provides the classroom space
- Funding: TechHire grant, Gates Foundation

Place Based Model: Jacksonville

Generation Staff run full programs (Program Coordinator, Mentor, Instructor)
- Funding: blended model (foundation, philanthropy, DOL and CareerSource WIOA funds)
- Multiple programs and larger staff in one city
- Focus on establishing community connections and local visibility
Poll Question #2
Better data for better opportunity:

Generation closely collects outcome data related to key metrics such as **job placement, salary and retention**. This allows us to continuously monitor the effectiveness of our programming, yet certain metrics such as retention, **provide important talking points** when building employer relationships, where entry level turnover is cited repeatedly as a key **pain point**.

- **68%**
  - Florida program graduates who retained first job after Generation for 6 months or longer

- **61%**
  - Florida program graduates who retained first job after Generation for one year or longer

- **88%**
  - Employer partners who say that Generation graduates have performed better than average.

- **90%**
  - Employer partners who said they would hire from Generation again

Some of our key business partners:
Full Florida Program Results to Date

Program Graduate Job Attainment:

<table>
<thead>
<tr>
<th>Days Following Graduation</th>
<th>30</th>
<th>60</th>
<th>90</th>
<th>180</th>
<th>365</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attainment</td>
<td>70%</td>
<td>78%</td>
<td>81%</td>
<td>87%</td>
<td>89%</td>
</tr>
</tbody>
</table>

Program Graduate Job Retention:

<table>
<thead>
<tr>
<th>Days Following Attainment</th>
<th>30</th>
<th>60</th>
<th>90</th>
<th>180</th>
<th>365</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retention</td>
<td>96%</td>
<td>81%</td>
<td>73%</td>
<td>68%</td>
<td>61%</td>
</tr>
</tbody>
</table>

$12.91
Average graduate salary across all Florida programs

A mentor checks in regularly for one year following graduation to provide students with guidance, support and collect outcome information
Check-in structure →
In 2018, Generation Jacksonville created CLIMB, a coalition of community organizations focused on addressing economic mobility issues in several highly underserved neighborhoods.

- CLIMB regularly hosts community forums and talent innovation summits where employers and residents discuss local barriers to employment, business needs and strategies to connect local workforce to local opportunity.
- CLIMB has already hosted six such events, as well as countless participation, presentation and outreach at other community touchpoints.

Partner & Sponsoring Organizations:

A 2017 Report by the Federal Reserve indicated that unemployment is on average **78% higher** in LMI communities.

The Urban Institute has identified employer engagement beyond job placement as a best practice in both workforce development and addressing the root causes of economic disconnection.
<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Contact information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Claudia Mercado</td>
<td>Miami Partnership Manager</td>
<td><a href="mailto:claudiam@generation.org">claudiam@generation.org</a></td>
</tr>
<tr>
<td>Alex Rudnick</td>
<td>Place Based Program Lead</td>
<td><a href="mailto:alexr@generation.org">alexr@generation.org</a></td>
</tr>
</tbody>
</table>
Questions for the Guest Experts?

FLORIDA PROSPERITY PARTNERSHIP

LEARNING. INFLUENCE. CONNECTION. PARTNERSHIP. FPP.
Certificate of Completion Requests

Florida Prosperity Partnership

LEARNING. INFLUENCE. CONNECTION. PARTNERSHIP. FPP.

FPP@FloridaProsperityPartnership.org
Certified Practitioner in Financial Capability

https://CPFinCap.org
FPP 20/20: Focus on the Future

May 26 – 29, 2020
Omni Orlando at Championsgate
www.FPPConference.com
FPP Virtual Session – November 2019
“Unlocking the Potential of Unemployed Youth”

Claudia Mercado and Alex Rudnick