

# Strategic Partnerships in Detroit to Create Stronger Connections between Youth and the Trades

Workforce Development Community of Practice  
Urban Manufacturing Alliance

Justin Collins & Corey Zetts, Co-Chairs  
December 1<sup>st</sup>, 2016

### Today's Agenda:

- Welcome and introductions
  - Poll – Where are you calling from?
    - 5 minutes
- What is the Workforce CoP?
  - Justin Collins & Corey Zetts, Workforce Development CoP Co-Chairs
    - 5 minutes
- Introduction to Today's Webinar and Speakers
  - Jen Guarino, VP of Manufacturing, Shinola
    - 10 minutes
- Linked Learning Case Study
  - Tammie Jones, Vice President, College and Career Pathways and CEO, Linked Learning Detroit
    - 10 minutes
- Goodwill Industries Case Study
  - Kathy Laird, Vice President of Automotive Operations
    - 10 minutes
- Facilitated Question and Answer Session
  - Jen, Tammie, Kathy, Justin, Corey
    - 15 minutes
- Audience Question and Answer Session
  - Please type your questions into the Questions box in your Control Panel
    - 15 minutes
- Thank you!

**What is a CoP:** *A mechanism for our members to easily access each other's expertise and drive the creation of resources.*

**UMA's Four CoP's include:**

- Equity
- Land Use Policy and Real Estate Development
- Workforce Development
- Local Branding

**Thanks to our**  
***Workforce CoP Advisory Board***

***Mike Slezak*** – Jane Addams Resource Center,  
Chicago

***Claire Michaels*** – SFMade, San Francisco

***Stephen Tucker*** – Partners for a Competitive  
Workforce, Cincinnati

***Steve Charters*** – Made in Montreal, Montreal

**Mission:** To mobilize the caring power of Detroit and Southeastern Michigan to improve communities and individual lives in measurable and lasting ways.



## BASIC NEEDS



Outcome:  
Kindergarten  
Readiness



Outcome:  
Child Food  
Security



Outcome:  
Post-secondary  
success

# BUILDING ON WORK OF HIGH SCHOOL TURNAROUND INITIATIVE

## HIGH SCHOOL TURNAROUND INITIATIVE

The college and career pathway work is building on the work done during the High School Turnaround Initiative to raise graduation rates to 80%.

## \$27 MILLION OVER FIVE YEARS

In December 2010, the GM Foundation announced that it would commit more than \$27 million over five years to support a second network of seven schools in achieving 80-percent graduation rates.



## SHUTTING DOWN 30 FAILING HIGH SCHOOLS

In 2008, United Way's Board of Directors set a goal of turning around or shutting down 30 failing high schools in metro-Detroit. The organization committed to achieving graduation rates of at least 80-percent at eight high schools in the region.

## 80% GRADUATION RATES

By 2015, United Way and its partner schools had raised aggregate graduations to over 80%. The overall graduation rate of United Way schools surpassed Michigan's graduation rate and far exceeded the state's graduation rate for low-income students (67%).

**Linked Learning is an approach to transform the high school experience leveraging the knowledge and resources of educators, business leaders, community and youth.**

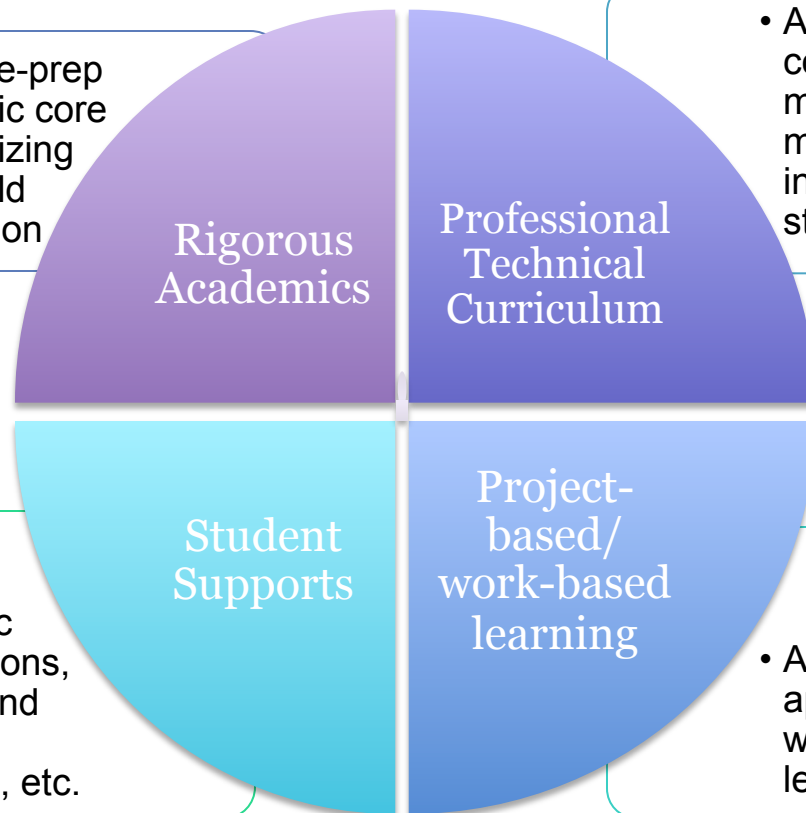
In January of 2013, Linked Learning Detroit was formed to re-define the high school experience in Detroit. This was an effort to scale the success of the Linked Learning approach developed by ConnectEd in California. Linked Learning Detroit initially partnered with eight high schools to design and implement a system of high quality pathways.

In March 2016, United Way made the decision to fully integrate Linked Learning Detroit into the mission and agenda of the organization. United Way had previously incubated and funded Linked Learning Detroit.



# CORE ELEMENTS OF LINKED LEARNING

**Linked Learning transforms the high school experience leveraging the knowledge and resources of educators, business leaders, community and youth.**



- A college-prep academic core emphasizing real world application

- A technical core of three or more courses meeting industry standards

- Academic interventions, college and career guidance, etc.

- A systemic approach to work-based learning





# WHAT WE'RE LOOKING TO ACCOMPLISH



United Way  
for Southeastern Michigan

## **Student-level outcome:** college- *and* career-ready with skills to navigate life

- Completed courses that meet minimum entrance requirements of Michigan's four-year colleges/ universities and set student up for success within the industry pathway
- Equipped with an industry-valued certification
- Having learned and applied basic employability skills and the 4 C's (creativity, communication, collaboration, and critical thinking)



# HOW IT IS MEASURED

## Leading indicators:

- **Attendance** (attendance is a leading indicator for high school graduation, and also serves as a basic employability skill)
- **GPA** (GPA is more strongly correlated with college completion than ACT/SAT scores)
- **Credit accrual** (tracking students credit attainment throughout high school will help to ensure they not only meet the minimum requirements for a high school diploma but are positioned to successfully complete the minimum entrance requirements of four-year colleges/universities)
- **Work-based learning performance review data** (to help measure career readiness and the application of skills needed to navigate life)

## Management Metrics:

- Number of schools/pathways, number of students enrolled
- Demonstrated progress towards school goals
- Quality/rigor of pathway development
- Number of certifications attained
- Engagement of Advisory Boards
- Availability and quality of work-based learning opportunities for both teachers and students
- Pathway Coach, Work-Based Learning Director feedback forms

# HOW IT IS IMPLEMENTED

## **Supports provided to schools by UWSEM:**

- Planning and implementation funding, totaling up to \$150,000 over three years
- School support teams, including:
  - Pathway coach
  - Work-based learning director
  - Two AmeriCorps VISTAs
- Targeted investments to partners around attendance, academic intervention support (reading, writing, math), college access and youth leadership development opportunities

## **Connection to the citywide landscape**

- Mayor's Workforce Development Board
- Detroit Drives Degrees, Detroit Scholarship Fund



# COLLEGE & CAREER PATHWAY SCHOOLS



SCHOOL	DISTRICT	PATHWAY
<b>Ben Carson High School</b>	Detroit Public Schools Community District (DPSCD)	Medicine & Science
<b>Cody Academy of Public Leadership*</b>	DPSCD	Law & Public Leadership
<b>Cody Detroit Institute of Technology*</b>	DPSCD	Information Technology & Engineering
<b>Cody Medicine &amp; Community Health*</b>	DPSCD	Medicine & Community Health
<b>Detroit School of the Arts</b>	DPSCD	Performing Arts
<b>Osborn College Prep</b>	DPSCD	Marketing & Entrepreneurship
<b>Osborn Evergreen*</b>	DPSCD	Energy
<b>Osborn Math, Science &amp; Technology*</b>	DPSCD	Engineering
<b>West Side Academy</b>	DPSCD	Information Technology & Cyber Security
<b>Western International High School</b>	DPSCD	Engineering Mobility
<b>Communication and Media Arts</b>	DPSCD	Business, Marketing, Management & Technology
<b>Detroit College Prep at Northwestern</b>	DPSCD	Engineering
<b>Randolph Career and Technical Center</b>	DPSCD	Construction
<b>Central High School*</b>	Education Achievement Authority of Michigan	Information Technology (Web Site Design & Coding)
<b>Detroit Edison Public School Academy</b>	New Paradigm for Education	Engineering

\*Participated in High School Turnaround Initiative

# HOW EMPLOYERS SUPPORT THE WORK



United Way  
for Southeastern Michigan

## COLLEGE & CAREER AWARENESS

### Learning ABOUT work and higher education...

Build awareness of the variety of careers available and the role of postsecondary education; broaden student options.

#### Experiences might include:

- MiBrightFuture
- Hands-on career fair (school-level or citywide)
- Guest speakers
- Workplace tours
- College campus visits
- Visit your parent at work (broader base of volunteers could be mobilized)

## COLLEGE & CAREER EXPLORATION

### More in-depth learning ABOUT work and higher education....

Explore career options and postsecondary for the purpose of motivating students and to inform their decision-making in high school and postsecondary education.

#### Experiences might include:

- Informational interviews
- Job shadows
- Virtual mentorship/exchange with a partner
- Researching post-secondary opportunities
- Supported resume development
- Extracurricular activities, such as robotics club

## COLLEGE & CAREER PREPARATION

### Learning THROUGH work..

Apply learning through practical experience that develops knowledge and skills necessary for success in careers and postsecondary education.

#### Experiences might include:

- Projects with partners that allow students to apply their learning to real-world challenges
- Student-run enterprise with partner involvement
- Service learning and social enterprises with partners
- Paid internship connected to curriculum, coupled with structured mentorship
- SAT prep, essay practice
- Structured college and career counseling (above and beyond the school counselor)

## COLLEGE & CAREER TRAINING

Learning FOR work... Train for employment and/or postsecondary education in a specific range of occupations.

#### Experiences might include:

- CTE courses that lead to the attainment of an industry-valued certification
- Internship required for credential or entry to occupation
- Public-private partnerships to facilitate certification and/or apprenticeship
- Clinical experience
- On-the-job training
- Work experience
- Dual enrollment opportunities

# Goodwill Industries of Greater Detroit

**Kathy Laird**

**VP of Automotive Operations**

# Goodwill Industries of Greater Detroit

## Our Mission

- **We Put People with Employment Challenges to Work.**
- For over 92 years, Goodwill Industries of Greater Detroit has led the region's ongoing battle against unemployment. Goodwill Industries of Greater Detroit estimates it has served nearly 1 million clients and placed almost 90,000 individuals into jobs over its history. These Metro Detroiters have benefited from the nonprofit organization's employment training, education, support and job placement programs.



# LIFT- Lightweight Innovations for Tomorrow

- LIFT is an industry-led, government funded consortium. By reimagining processes and procedures, our highly linked and leveraged network is facilitating technology transfer into supply chain companies and empowering the lightweight metals workforce.
- LIFT, operated by the American Lightweight Materials Manufacturing Innovation Institute (ALMMII), is a public-private partnership to develop and deploy advanced lightweight materials manufacturing technologies, and implement education and training programs to prepare the workforce. ALMMII was selected through a competitive process led by the U.S. Department of Defense under the Lightweight and Modern Metals Manufacturing Innovation (LM3I) solicitation issued by the U.S. Navy's Office of Naval Research. ALMMII is one of the founding institutes in the National Network for Manufacturing Innovation, a federal initiative to create regional hubs to accelerate the development and adoption of cutting-edge manufacturing technologies.



# EDUCATION AND WORKFORCE DEVELOPMENT INITIATIVE

## Reconnecting Disconnected Youth and Adults

- This project is a collaborative effort by three organizations in Southeast Michigan- **Goodwill Detroit, Focus: HOPE and TechShop Detroit.**
- The goal of this project is to reach out to disconnected youth and adults in the Metro Detroit area and connect them to a preparatory pathway that leads to long term manufacturing, training and career programs.

# OUTREACH: MOBILE RALLY EVENTS

- **Goodwill Detroit, Focus: HOPE and TechShop Detroit** have found it difficult to reach enough people successfully through their current outreach programs.
- To address this gap, our team plans to use a mobile platform (developed by TechShop Detroit) to spread awareness about LIFT, light-weighting and manufacturing related career training programs at Goodwill Detroit, Focus: HOPE and LIFT facilities.
- These rallies will attract people from surrounding neighborhoods, by staging the Mobile Unit at key community centers, churches and schools. The mobile rallies will generally be timed with the start of career programs that will be held at Goodwill Detroit and Focus: HOPE.
- **Our goal is to reach out to 950 disconnected youth and adults** within the proposed 12 month timeline.

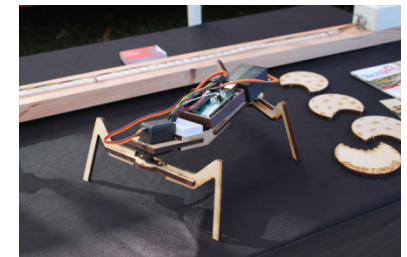


# Mobile Rallies



## WHAT will I see at this Rally?

- In addition to fun technology demonstrations, games and exhibits, participants will learn about careers in manufacturing and technology, meet leaders who can provide guidance and insight, and obtain resources to assist them in planning for a future in a Science, Technology, Engineering, or Math (STEM) field. Some specific hands-on features include:
  - [Micro Robotics](#)
  - [Super-Sized Operation Game](#)
  - [Plinko Game](#)
  - [Paper Rockets](#)
  - [3D Printers](#)



# Geographic Footprint

- This initiative, although focused in and around the city of Detroit, is expected to have a national impact, by becoming a model pilot program.
- Particularly, this project aims at attempting to solve a prominent inner city program found in most metro cities in the United States. The successes in Detroit will become a recipe for success in other metro cities.

# Expected Outcomes

- The overall goal of this project is to reach out to a minimum of **950 disconnected youth and adults** from in and around the City of Detroit. This is roughly a 5% target of the 18,000 youth and adults in the region who are believed to be disconnected at the moment.
- Upon graduation from our training programs, successful candidates will have acquired the knowledge and skills needed to gain employment opportunities in manufacturing as industry moves forward.
- Long term, the Light-weighting industry will benefit from this program as they will have a better pool of workers to draw from.

## Question & Answer Session

To ask a question **type your question** under the “Question” section on your control panel and we will read your question to the group. Please include your organization with your question.



Jen Guarino



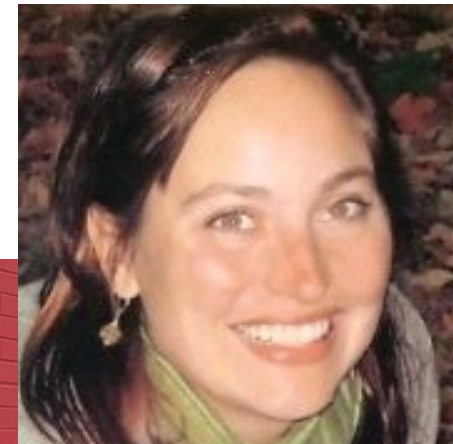
Tammie Jones



Kathy Laird



Justin Collins



Corey Zetts

Thank you to

**SHINOLA**  
**DETROIT**

for sponsoring today's

***Workforce Development***  
Community of Practice Webinar!

## What's Next?

The **Workforce CoP** will continue to tell the stories of organizations who are creating manufacturing career pathways for youth. Have a question or a case study?

Email us at [info@urbanmfg.org](mailto:info@urbanmfg.org).

And don't miss UMA's next program!

***The Land Use Community of Practice Webinar:***

“How to Retain Maker and Manufacturing Industries with Creative Zoning Tools: Lessons from Indianapolis, Nashville, & Somerville”

Thursday, December 8<sup>th</sup> at 1pmEST

**Sign up at [bit.ly/CreativeZoning](http://bit.ly/CreativeZoning)**