

**PATHWAYS OUT OF POVERTY TRANSCRIPT**  
**SEPTEMBER 2, 2009**

**FRED DEDRICK**

- Pieces of state energy workforce strategy
- Driven by state public policy decisions: deregulation, AEPS (Gamesa, Ebodrola)
- We need employers—and to know their requirements: employers have lots of choices—unemployed workers, high school and college graduates
- Some work done: basic skills required—80-85% of skills already exist in existing occupations; there is a piece that's not there; also a need to communicate the opportunities (weatherization job that required caulking and simple tasks now requires more)
- WAP: \$22 million to \$252 million; \$2,200 to \$6,500 per house; develop skills also required by utility weatherization and energy efficiency programs
- Still tinkering at the state level with the weatherization strategy—CAA agencies get most of the money, some housing authorities too (Philadelphia, Westmoreland)
- Dollars for DCED--\$650 Alternative Energy Investment Fund; just told by a particular Montgomery County solar project; \$260,000—25% to 35% subsidy anticipated
- State policies, federal investments, leveraged private funds
- CA \$1 billion venture capital fund in WSY yesterday
- Pathways—bridging the skill gaps
- Yesterday: SESP meeting; some links we didn't want to hear; CareerLinks still sending people that don't have the required skills; CTC schools struggling to keep pace; employers liked OJT (we will prepare someone to meet your requirements; ex-offender example—employer who hired five people all ex offenders); take that person on—pay part of the wage for 60 to 90 days
- Regional breakouts—help us come up with a state strategy; many proposals we fund will be similar to those you talk about today
- Is worthwhile to go through this process, think through your project plans—there will be other sources of money
- Resources of the KRC, Erika Crawford—we have the opportunity to put in some great proposals; the fewer the better

**QUESTIONS**

- Connection between weatherization and Pathways Out of Poverty—the \$20 million is not enough for Pathways out of Poverty for weatherization. We don't need \$50 million—L&I has asked for \$20 million. We'll certify 300 people who have already been doing this. Williamsport Training Center will double in capacity. Grants for another 3-4 training centers. DOL might wonder why asking for weatherization. What might work is asking for the preparatory piece. For example, we're likely to use Work Keys in weatherization—one profiled jobs, another profiled the training requirements. Building Work Keys (three 45-minute tests—not simple, we're buying at the state level, all CLs will have by about October 1) into the strategy would be good—sanctioned by DOL, stood the test of discriminatory lawsuits (seen to be non-discriminatory); two predictor tests (WIN and KEYTRAIN (each CL subsidized to buy one or another). No individual test charge for WIN and KEYTRAIN---three-year license. \$6,000 or \$7,000 per site. Work Keys is \$15 per test—so \$45 total

- Ruth: weatherization going into CA Agencies—will they put out an RFP? Fred: each agency does it differently. If they use contractors, they have to use an RFP—because it's
- Every CA agency that uses own staff had to send them to Williamsport Training Center
- Dave Pistner has been hired as the weatherization person
- Steve Wolff—the \$6 million
- AGA next week—Announcement of Grant Availability (up to \$150,000 to be a Training Center); responsible to come to CLs; do the physical availability test; lots of reporting; they have to have equipment; going to pick organizations that are likely to be pretty much ready to go; may do a subsequent AGA if we need to; the strategy is to building training centers that will do weatherization but also other training—e.g., Thaddeus Stevens

## PEER LEARNING

- Gina Kormanik: Lehigh Valley/city of Allentown. General background. Older youth (18-24)--Leverage existing thinks—with Housing Authority and some of its neighborhood centers. At the beginning, here to learn
- Sam Gianetti: Ohio-PA interstate region; Lawrence-Mercer, Mahoning and others in Ohio; designated by both Governors as interstate region; regional innovation grant; share an MSA/PUMA with Youngstown (includes Sharon); focusing on older youth, young adults. Newpac LM organization; housing authorities; residential and commercial energy efficiency; Hope 6 and various reclamation projects and commercial buildings/LEED-EDA funded project at Linden Point; pre-apprenticeships and working with the various trade groups (KDP or Renaissance—whoever would respond to the RFP). Rest of team is in Columbus
- Michelle Massey: TRWIB—Labor-Management Clearinghouse model; CCAC, Housing Authority, other organizations (to provide employer networks and social assistance). Tom: a lot of moving parts already moving in this direction—the Labor-Management Clearinghouse ties together various sector strategies to build pathways into those occupations; Fred/Urban Green Growth Collaborative
- Reading: Mara Otero—United Community Services; run a pre-apprenticeship program; just awarded a Youth Build grant; complement to other efforts, working with the 18 to 30 year-old population; DEP wastewater treatment plant that's in violation—pre-apprenticeship services once that's in place, nice end job. Connection to Lehigh Valley: as Gina mentioned, worked with the summer youth program, pre-apprenticeship; physical location—IBEW hosting in Allentown
- Fran Petruccione, PALM: contractors, trades, and owners; work with Sallie Silver on traditional methods for green training—solar; a step-up program with the building trades—pathways for training and graduated steps into higher qualification building trades employment
- Pat Clancy: other folks from Philadelphia; trying to figure out a regional project; a lot of assets, a lot of experience; trying to figure that out; on a separate wing—CCP and Advanced Manufacturing Initiative working on a separate proposal; trying to figure out together or separate; also Carol Goertzel
- Leanne: Westmoreland-Fayette Mon Valley...Cal. U. Dislocated manufacturing workers...PSU ext. energy; conservation district—worked with Green Building Alliance...Agriculture research with switch grass—biofuels—not yet exploited. Bob Watt—could partner with him for Watt Institute...He wants aptitude test—TABE but also Einstein test geared to what he needs.
- Terri Kaufman: South Central WIB; eight-county WIB; footprint counties—not likely to apply; but use it as a template to develop a position paper—on prisoner re-entry with DOJ (Gettysburg SME), “Jailworks”; Franklin County jail agreed to work with work-certified; CBOs to do some transitional

job networks; one of 10 recipients of a national grant for Aging Workers---55 and over, including recently released. County jail system has folks not as severe.

- Gary McReady—Energy IP and Luzerne-Schuylkill WIB; at the beginning; see if we wanted to submit a proposal; we’ve had inquiries—including education partners in Hazelton—about whether we’d submit a proposal; linked to RCEP. We would have the partners but do we have the time to put a proposal together.
- Sheely: Lancaster County WIB; our project will weave together things already in place; Center of Excellence in Renewable Energy already in place; agriculture big in our area, clean water also very important to us; strong manufacturing base; CareerLink career path process—starts with Ready to Work; construction 101; ARRA dollars—building maintenance and green building (with Stevens); same model for ex-offenders, out-of-school youth, homeless, young parents; nine IPs; all of those things can come together in a neat project—dead on
- Center for Human Services in Lancaster—quietly been providing education and training in Adams, York, Lancaster, Kennet Square; in exploratory mode; a lot of work with migrant farmworkers and with GED and basic skill training; here with my colleague. We have a pre-certified nursing program—Spanish speakers, English learners, skills needed to enter HACC’s CNA training. Behavior change—health, mental wellness—one of our strength is problem-solving around barriers.

#### **CAROL GOERTZEL**

- Outreach and recruitment—e.g., bars and waitresses
- FAQs—e.g., you have to wear a hard hat
- Intensive math—to get over women’s “math phobia”
- Place with supportive employers—who understands and supports integrating the workforce (“C’mon, cut it out” works better than consultants from afar doing sensitivity training)
- Some kind of support network/place for women who are struggling to get help: retention absolutely essential; placement not enough
- Look for motivation to be in nontraditional jobs
- Women may have related job skills without realizing it—target that experience

#### **STACY HO: GREEN FOR ALL**

- Multiple entry and exist points—educational/skill levels coupled with support services
- Four levels: work across silos in the education/workforce worlds; every pathway begins with a partnership—case management, employers and curriculum/pathway design, political support, funding; pathways also about support services, including career coaching, link to child care/transportation
- Curricula: contextualized but not necessarily green yet; I-Best from Washington state—links soft and technical skills; LIUNA weatherization (technical and installer, weatherization supervisor, energy auditor)—general construction, safety awareness, one other; Pinder Hughes environmental literacy curriculum
- Effective partnering: conference call on Pathways grant and partnership—June 4 podcast plus resources; LA green careers initiative as a great example; to get programs off the ground need partnerships but also need a lead organization that will manage the overall project; systemic framework which has something to offer each partner—and be transparent about it; about building long-lasting relationships

- American Association for Community Colleges on partnerships—leaders critical; complex economic and social challenges are huge and multi-dimensional and require partnerships; bigger pie; consequential partnerships means doing partnerships differently
- SEEDCO report on building effective partnerships: developing networks between workforce and faith-based and community organizations
- SC: five required partners; and five “optional but strongly encouraged partners”; leverage multiple funding streams
- How many participants? Number to serve? Cost to participant? How do you figure that out? Cost will vary based on location and what you are preparing folks for. Blue-Green Institute call—depends on length of training and where you are; look at cost of training in your area; try not to be heavy on administration and salaries and expenses. On number to serve: DOL wants you to be realistic—how many you can realistically change?
- Evaluation: sweat the small stuff—20 points but also 5 points
- Make your organization stand out
- Real outcomes and organizational capacity matter
- Advantage to leverage TANF or other adult education funds? Yes. Including wage subsidy money in TANF.
- Mara Otero: the communities to be served—focus on a neighborhood, which we can do
- Melissa Abdulla from DOL
- Green Careers Initiative at LA Trade Tech—an example of an initiative that formed a good project on what are the jobs, skills, career paths; but the foundation of such initiatives that deserve more/continued funding is strong partnerships; organizations linked with trade tech support each other in advocacy; support each other’s proposals even when not self-interested
- Need to show that it’s not just about the next funding round, but pathways out of poverty for the long term
- OJT: some claims that DOL should not be used for OJT wage subsidies

Urban Industry Initiative-CCP: soft skills/focused on Pathways...Wrote it ages ago...CCP has its trainer

Multiple entry points

Weatherization jobs with multi-family housing

Multiple exit points—apprenticeships

Step 1: Weatherization job

Step 2a: Weatherization supervisors (in another union?)

Step 2b: LIUNA journey person

Step 2c: Another union apprenticeship

Step 2d: Broader energy efficiency market (with same or different company)

Strategy: includes business development among the contractors—get them into the broader energy efficiency market