



Digital Training and Workforce Development

NTIA Webinar Series

You must dial in to hear the webinar!

Conference Line: 800-593-7190 Passcode: 984-4951#

September 20, 2017

Participants

Moderator

- Emy Tseng, Senior Broadband Program Specialist, National Telecommunications Information Administration (NTIA)

Presenters

- Patrick Graham, Ph.D., President and CEO, Charlotte Works
- Jacob Martinez, Founder and Executive Director, Digital NEST
- Debra Hansen, Director, Washington State University - Stevens County Extension

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Digital Training and Workforce Development

U.S. Department of Commerce

September 20, 2017

Patrick C. Graham, PH.D.
President and CEO, Charlotte Works

Shifting Focus



WIA

WIOA



Social Policy

Economic Policy

Partnership

Leadership

Direct Service

Convene

Mission and Vision



MISSION

To convene and lead an integrated workforce system through **partnerships, policy, and career pathways** in a market driven economy



Vision

The Charlotte Region is home to the nation's most integrated workforce system providing the most highly skilled workforce for a global economy



Charlotte Works
and
You!

PARTNERSHIPS, POLICY, PATHWAYS → CONVENE & LEAD

Workforce System Alignment



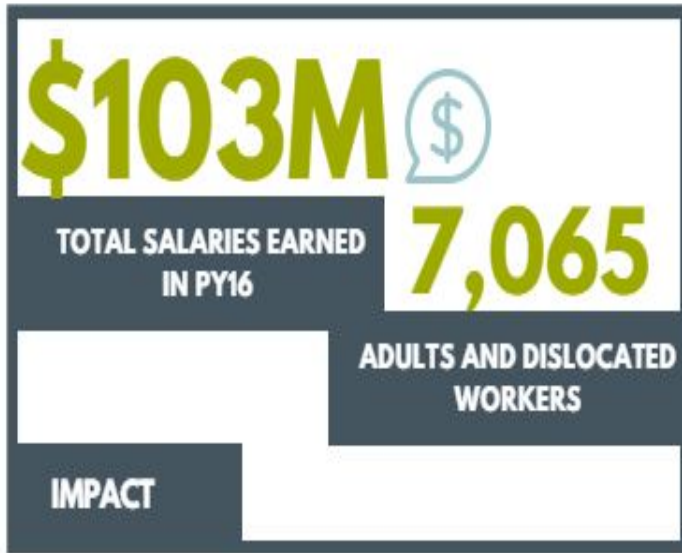
CHARLOTTE
WORKS

Mission



Operations

Charlotte Works Impacts



Number of Career Center Visits: 62,979
Unique Business Served: 1,291
Career Seekers Served: 31,708
Unique Business Services: 7,133



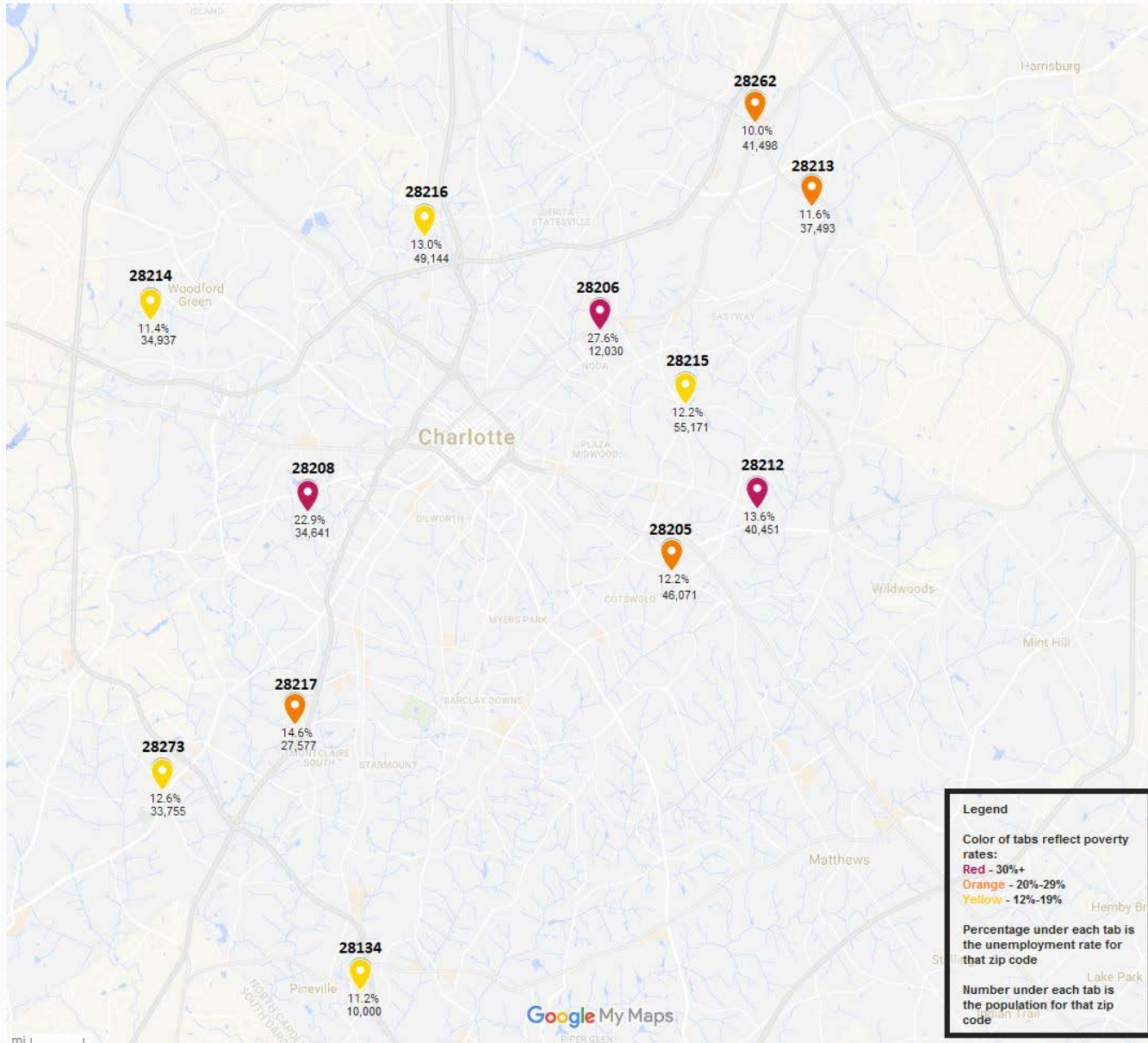
Our Workforce System



Unemployment Clusters



**CHARLOTTE
WORKS**



Legend

Color of tabs reflect poverty rates:
Red - 30%+
Orange - 20%-29%
Yellow - 12%-19%

Percentage under each tab is the unemployment rate for that zip code

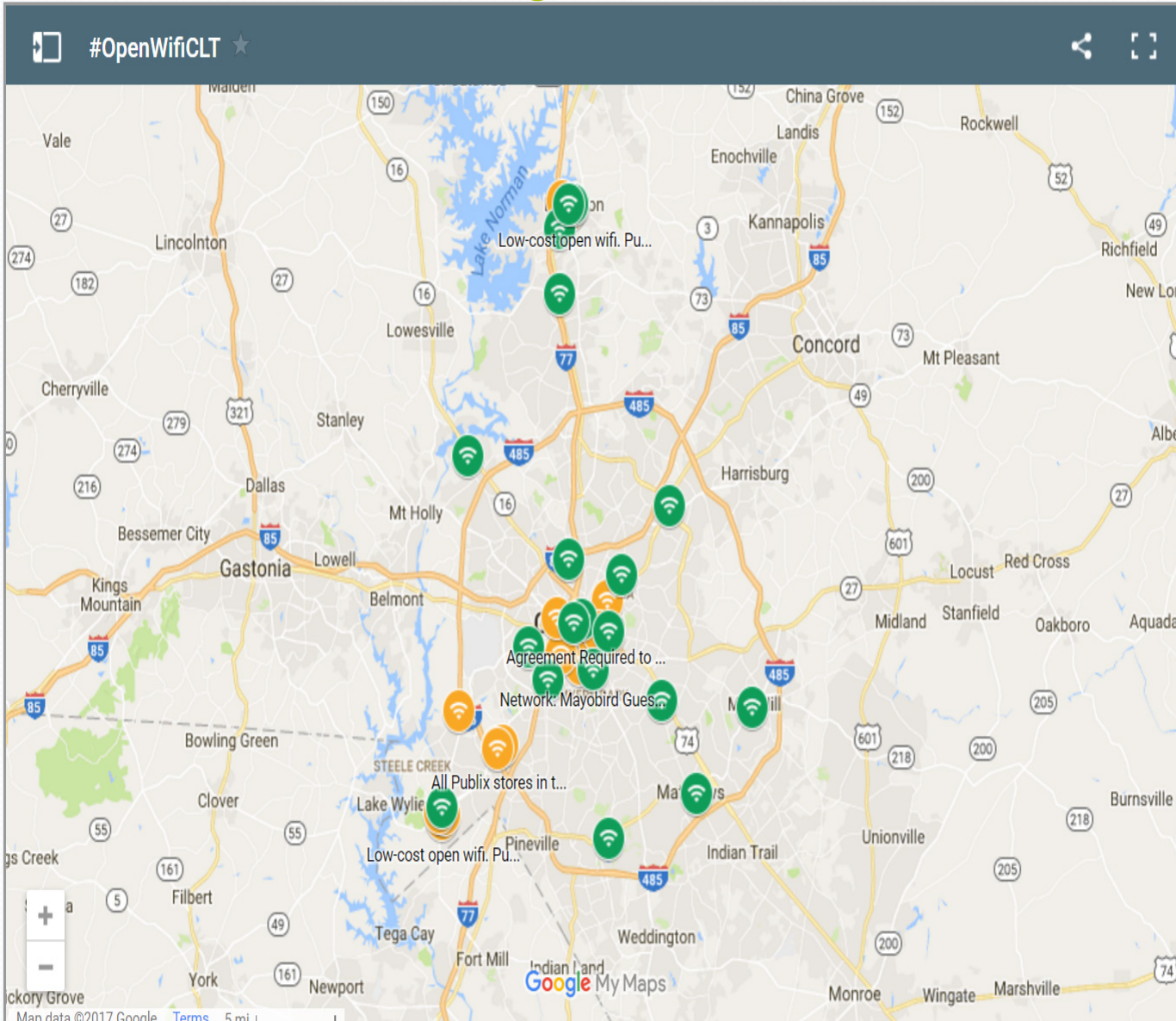
Number under each tab is the population for that zip code

Wi-Fi Broadband Access

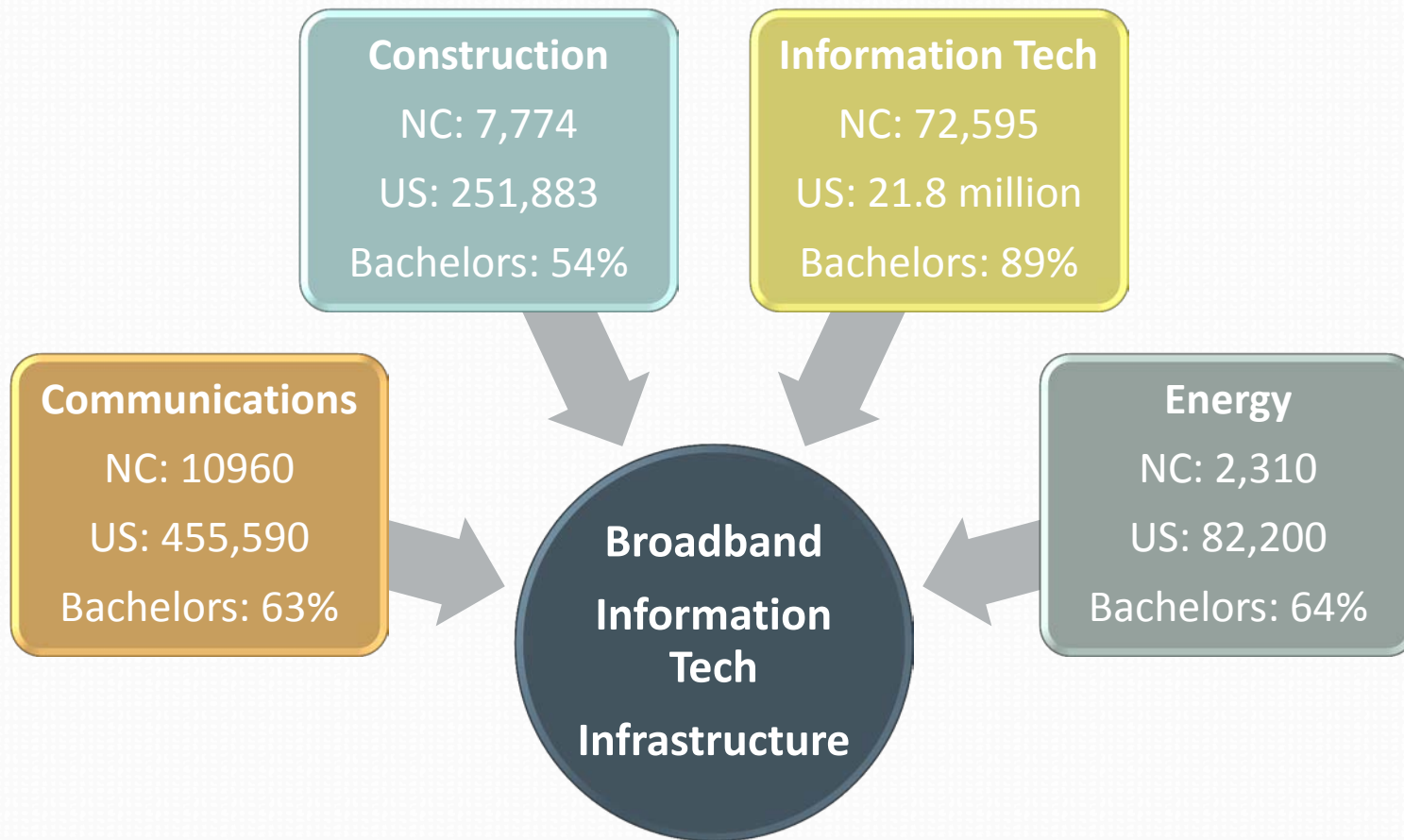
Digital Charlotte



CHARLOTTE
WORKS



Job Postings, Inclusion, and Education



Broadband and Inclusion for Jobs



- 2009 American Recovery and Reinvestment Act
 - \$7.2 Billion in Broadband Investment
 - Summer Youth Employment 16-24 years
 - Broadband Certifications : Certified Fiber Optic Techs and Premise Cable
 - Digital Device Usage: Computers to Handhelds
 - Microsoft Certifications and Coding



Broadband and Inclusion for Jobs



Charlotte Works

Fiber Optic Association

Digital Charlotte

Urban League of Central Carolinas

Employers

Foundations

Broadband and Inclusion for Jobs



- 2009 – Launched Fiber Optic Certification Initiative with Charlotte Works and Urban League of Central Carolinas with 80 out of school youth with barriers through America Recovery and Reinvestment Act
- 2010 – Became School #325 of Fiber Optic Association
- 2011 – Launched Microsoft Specialist Site
- 2014 – Google Digital Literacy Outreach Site
- Today – Over 300 low-income residents received national Fiber Optic and Premise Cable Certifications with a 69% job placement rate.



Statistics and Data of Participants



Gender

Males: 57%

Females: 43%

Race/Ethnicity

Caucasian/White: 5%

African America/Black: 82%

Latino/Hispanic: 10%

Asian/Pacific: 2%

Other: 1%



Income

Below Poverty: 69%

100% of Poverty: 12%

200% of Poverty: 14%

Above 200% : 5%

Education

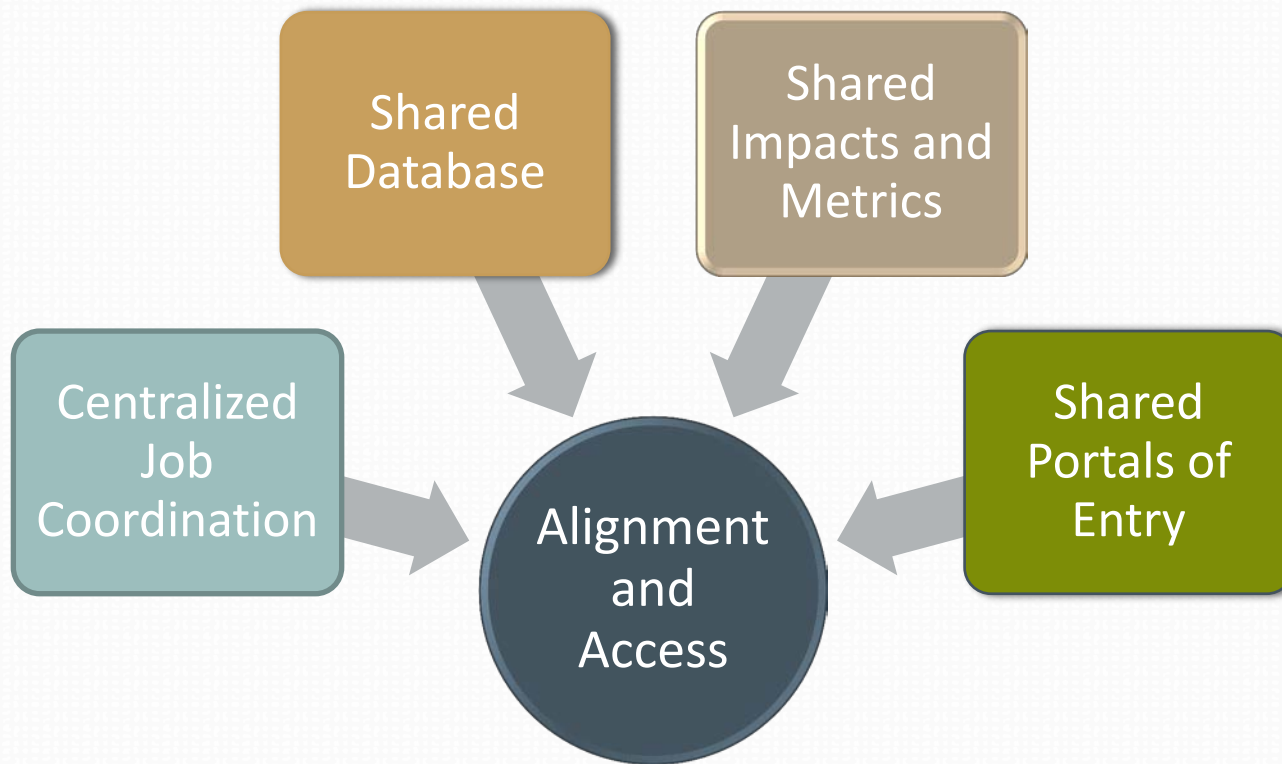
Less than H.S. Diploma: 2%

H.S. Diploma or Equivalent: 82%

Some College of Post Secondary: 11%

Bachelors or Higher: 5%

Future Workforce System Alignment & Access





Thank You

www.charlotteworks.com

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- Patrick Graham, Ph.D., President and CEO, Charlotte Works
- **Jacob Martinez, Founder and Executive Director, Digital NEST**
- Debra Hansen, Director, Washington State University – Stevens County Extension



Digital NEST

Jacob Martinez
Founder/Executive Director

The Opportunity: Youth in Rural Communities

- The NEST leverages rural, Latino, and youth culture as assets, taking its youth Members seriously as technologists, entrepreneurs and community developers.
- California's rural areas are characterized by large, limited English-speaking populations challenged by constricted job markets and pay rates that lag far behind the state's urban areas.
- Poverty and cultural isolation lead to family disintegration and diminished health and wellness, and serve as fertile ground for youth gangs, crime and violence.





Improving rural communities by teaching technology skills and entrepreneurship to diverse young adults and turning them into a skilled workforce that is:



1) full of self-starters



2) can provide technology consulting to other local businesses



3) will lead companies to new opportunities in the 21st century.

The NEST Model: College Prep is not Career Prep but Career Prep is College Prep

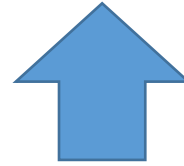
- Digital NEST prepares and supports young adults for higher education and college readiness through career development.
- Our Members' natural, positive tech inclinations are channeled into career training programs we call "Career Focus Areas,"
 - Digital Arts and Technology (Graphic design and video production)
 - Web and Information Technology (Coding, web design)
 - People, Projects + Leadership (Project management, marketing)

Digital NEST is social entrepreneurship: a new marriage of education and economic development - a youth-led effort to help rural, Latino communities 'reap the harvest' of a booming global tech economy.

Digital NEST creates jobs and paid internships with partner businesses and within its own tech consultancy, "bizNEST."



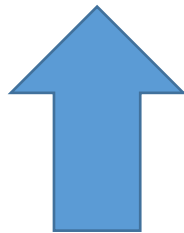
Healthy Communities



Workforce

Entrepreneurship

Higher Education



**Business Services (technical support,
website design, promotional video)**

Education and Training

**Access to Technology and a
Community of Support**

A model that is showing early results

- Over 1200 Members; 80% Latino and 36% Female
- 2 locations in agricultural communities
- In our first year of our bizzNEST pilot we have served over 18 clients.
- bizzNEST has generated over \$25,000 in revenue
- 10 youth placed in paid jobs or internships
- Youth gaining admittance into competitive college programs

Digital NEST



Jacob Martinez, Founder/Executive Director

[Email: jacob@digitalnest.org](mailto:jacob@digitalnest.org)

www.digitalnest.org

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When you have broadband....

... you can bring training
resources to rural
communities to solve
complex problems like
...workforce development



Traditional Model: Single Destination Conference



Barriers to a Single Destination

Distance



Time

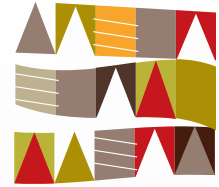


Money





Innovative Model



RURAL
PATHWAYS
to Prosperity



**Using broadband:
connecting experts
to multiple sites**

**Moving beyond participation
into ACTION through facilitated
activities.**

National Expertise on Webinar



Erik Pages



CTC Audience

Today is ALSO about

- Talented Workforce & Entrepreneurs
- Quality of Life
- Good Location
- Strong Civic Leadership

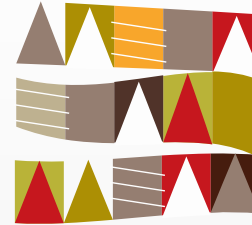




Local Facilitated Discussions



Entrepreneurial Ecosystems



RURAL
PATHWAYS
to Prosperity

- **Twice in Washington**
- **Twice in South Dakota**



Individual Skills Building



- 650+ women farmers
- 4 states: Alaska, Idaho, Oregon and Washington
- 26 locations



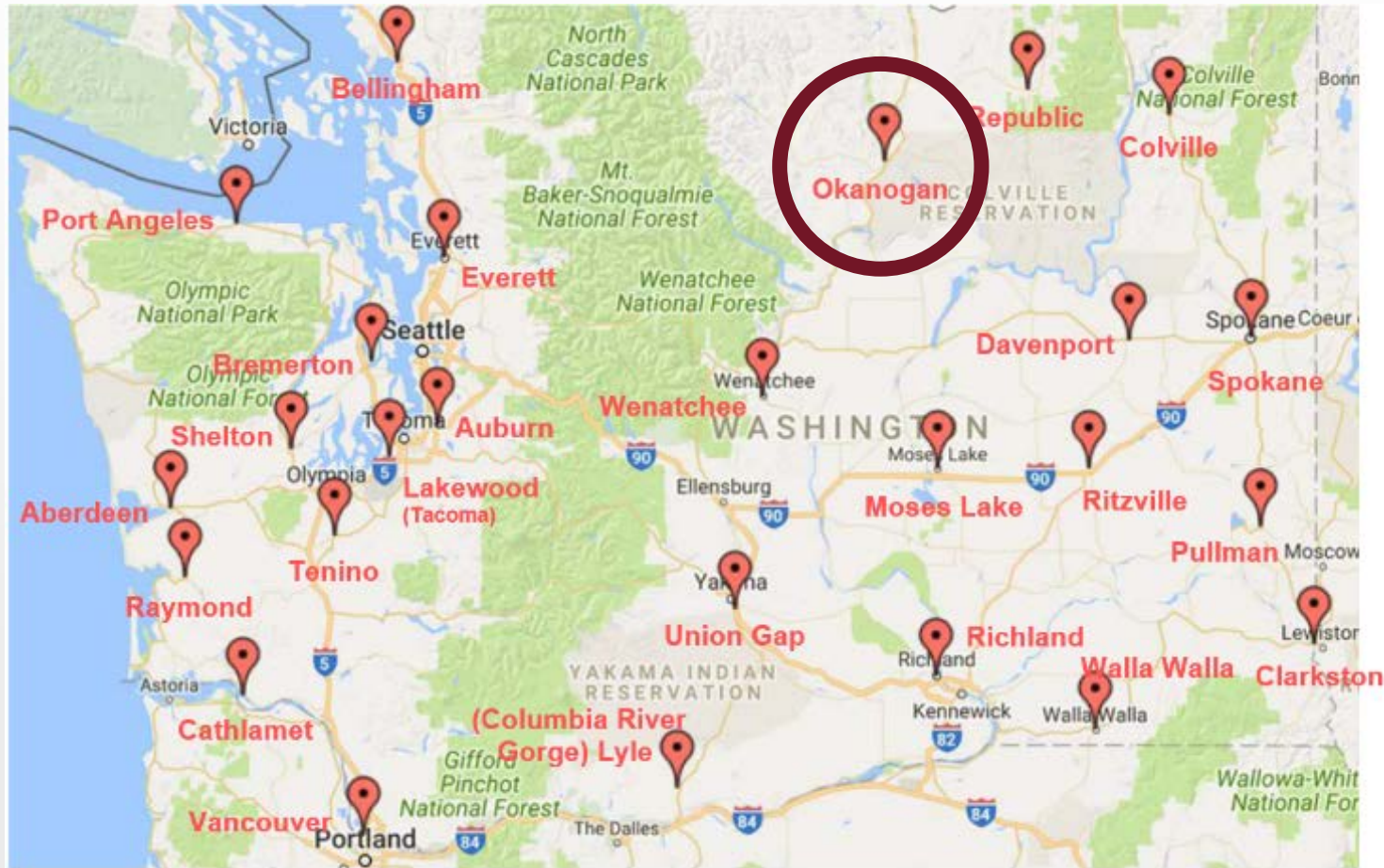
Workforce Development



GOVERNOR'S SUMMIT ON CAREER CONNECTED LEARNING



855 attendees, at 26 locations!





Okanogan: pop. 2,569; 35 participants



“The wealth of tools that you provided helped to give us a solid framework to start this much needed conversation.”

Kristi O’Neill, Okanogan





Impact

New people with new ideas spurred conversation on doable action items for local workforce development.





Contact

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| EXTENSION

Digital Training and Workforce Development

Questions and Comments

- Please type your questions in the chat or Q&A box.
- Slides and Transcript will be posted on the BroadbandUSA website within 7 days after the webinar.

<http://www2.ntia.doc.gov/>

Broadband USA

Thank you for attending.

Tune in for the next Practical Conversations Webinar

How Broadband Enhances Economic Development

October 18, 2017

2:00 pm EST

Registration is required for each webinar:

<http://www2.ntia.doc.gov/> under *Events*

Additional Resources

BroadbandUSA is available to help communities with their broadband efforts

BBUSA Resources:

- [Public-Private Partnerships Guide](#)
- [Community Broadband Roadmap Toolkit](#)
- [Introduction to Stakeholder Outreach](#)
- [Using Partnerships to Power Smart Cities](#)

For General Information:



202-482-2048



broadbandusa@ntia.doc.gov



<http://www.ntia.doc.gov/broadbandusa>

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Submit Intake Form