Rooting Opportunity
Doing Economic Development Differently
June 2, 2015
New Orleans Works & Greater New Orleans Foundation

- New Orleans Works is an initiative of the Greater New Orleans Foundation (GNOF)
- GNOF is the community foundation serving 13-parish southeast region of La.
Population of New Orleans

- 2000/2014 pop. 484,674/384,320
- African Americans account for 59% of N.O population
- Educational Attainment from 200 – 2013 increased but lagging national average
  - Only 12% of black men held bachelor’s degree in N.O.
- Post Katrina housing challenge – 37% of renters paying more than 50% of pre tax income on rent/utilities (up from 24% pre-K)
New Orleans Economy

• Traditional NOLA economic drivers
  – Tourism
  – Oil and Gas
  – Shipping

• $6 Billion in infrastructure investments over the next 10 years
  – 3 Billion in BioDistrict
  – 800 million for airport
  – 1.26 billion for drainage
  – 601 million for sewerage
  – 836 million for water system improvements
Why N.O.W?

• National Fund for Workforce Solutions Opportunity

• GNOF has an Economic Opportunity portfolio

• New Orleans Business Alliance
NOW Collaborative

Composed of funders who contribute *funding* and their *time* to support NOW and its mission to help jobseekers, incumbent workers, and employers in high-growth industry-specific sectors.
How It Fits Together

- Business
  - Employer Partnerships
    - Ochsner Health System
    - VA hospital
    - Daughters of Charity Health Centers
    - Children’s Hospital
  - Delgado Community College
    - EMPLOY
    - JOB1

- Government
  - City of New Orleans
  - Network for Economic Opportunity
  - New Orleans Business Alliance
  - Greater New Orleans Foundation

- Community

- Philanthropy
NOW’s Focus

- Through our work NOW aims to create workforce partnerships - robust and long-lived relationships among employers, workers, education and training providers to meet the needs of employers and employees

- Currently we have partnerships with all major healthcare employers in NOLA

- Venturing into the advanced manufacturing sector this year
Why healthcare?

• Employer led initiative so the key was talking to employers individually & collectively
  – lack of a qualified, skilled workforce to meet the employer demand

• Projections on healthcare jobs for entry level positions by The Data Center, Labor Market Stats

• Ochsner Health System – 1st employer partner
NOW Programs in Action

- Medical Assistant program (Ochsner, Delgado, Providence)
  - Free training for jobseekers and incumbent workers
  - Support services provided
  - Jobseekers who successfully complete are guaranteed placement
- VA – Hudson Thomas Program to train incumbent workers
  - Basic skills training
- Grantee Convenings
So Far NOW has been able to...

- Establish a partnership with the largest employer and the largest community college in the region
- Train over 70 people for jobs as medical assistants – all of first year’s class still employed almost 1 year later
- Provided the impetus for an across-the-board pay increase for more than 400 employees
- Increase support services available for job seekers on site at the Delgado Community College campus, including VITA tax assistance, legal services, financial planning, and benefits screening
Wealth Building Capitals

• **Individual** – training has impacted individual lives of jobseekers and incumbent workers

• **Intellectual** – Ochsner has now instituted incumbent worker training for their MAs; grantee convenings to share information

• **Social** – Collaborative working together since 2011

• **Political** – Ochsner’s leadership has bought into this program; the City is instituting a Network for Economic Opportunity with employer centric work at its center
Moving Forward

• Hospitals/other healthcare facilities solve a critical workforce need and give low skilled workers industry recognized skills and credentials

• Employer contributions to support workforce programs increase

• Reduction of the A.A male unemployment rate of 52%
Lessons Learned

• Relationship building
• Wrap around support services
• Screening and setting expectations
• Metrics for successful completion
Nikita’s Story
Contact

• Feel free to contact Bonita Robertson, Site Director at 504-598-4663 or via email at bonita@gnof.org with questions/concerns