

Multicraft Apprenticeship Preparation Program, Inc. - Gerard Hunt

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Organization Profile

Organization Name	Mail Address
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Exec. Name	Contact Name	Phone	Email
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Mission/Vision The mission of M.A.P.P. / Project Phoenix is to expose individuals to the limitless career possibilities that the construction industry provides. Through education efforts around career exploration and job training, linked with community development, M.A.P.P., Inc. works to inform Rochester-area youth and adults about the construction sector, and embolden them to choose a career path in this industry.

Receive County Funds? YES - M.A.P.P., Inc. currently does not receive funding. However, M.A.P.P. has, in the past, received support which allowed us to meet program expenses - primarily geared towards providing participant stipends and toolage.

Div. of Corp. N/A? no

Proposal Information

Project Name MAPP / PROJECT PHOENIX

Summary The Multi-Craft Apprenticeship Preparation Program (M.A.P.P.) combines general construction labor instruction, for unionized Joint Apprenticeship Training Centers in the Rochester area, with Community Development/Restoration efforts, in the most 'in-need' neighborhoods in and around the City of Rochester, NY. The program focuses on sharpening existing transferable skills and works to refine the work-ethic of our participants.

The M.A.P.P. Training Center is used for both academic tutoring and hands-on projects. This is to acclimate participants to general and the skilled trades.

The ever-worsening crisis of Poverty, juxtaposed with the long anticipated shortage of construction tradesmen and women across the Building and Construction trades, highlights the critical need for and potential of the M.A.P.P. model.

The program is considered a proven, effective and critically needed training vehicle in the area of construction pre-apprenticeship training.

Workforce/Economic?	Health/Safety?	Infrastructure/Sustainability?
yes	yes	yes

Description The M.A.P.P. / Project Phoenix opportunity advances all three (3) of the 'Bring Monroe Back' platform goals. Firstly, given our target population - Historically discluded African Americans - and the depth of poverty continuing to hover in the 16% range, a viable career-track opportunity directly addresses all three focus goals -- where it's needed most. Further, contributing to the 'down-pressure' on our community's Economic Recovery, is an alarming labor shortage. This is not due to there not being a vast potential pool of prospective aspirants, but actually represents a substantial segment of the population that continues to be overlooked. M.A.P.P. / Project Phoenix brings this real opportunity directly to the community in an effort to enhance our capacity, broaden our reach and intentionally extend the opportunity to a wider base of participants. Thereby, our focused efforts are focused directly on this population and simultaneously provide viable apprenticeship candidates to Construction Labor Union stakeholders.

This opportunity provides successful participants with Direct Entry placement into state certified Union construction apprenticeships. The various trades include, but are not limited to, the Electricians LU #86, Masons LU #3, Sheet Metal workers LU #46, Operating Engineers LU #158, Plumbers and Pipefitters LU #13, Painters and Glaziers DC4, Laborers LU #435, Roofers LU #22, Carpenters LU #276 and the Insulators LU #26.

The impact potential, amongst the demographic we serve, will be virtually instant. We work with historically disadvantaged individuals whom may have never dreamed of being offered such a huge career-track opportunity. The personal impact of working a meaningful career will cascade the nuclear family, the neighborhood and thereby the community at large. In this scenario, the children in or around a career-track construction worker greatly increases the potential of their choosing to pursue the same kind of opportunity - a career in the trades! This can be seen in within the trades now where it is not unusual for there to be multiple generations in one family who have worked in the trades. Providing a viable avenue out of systemic poverty! Health related issues begin to be addressed because workers will have adequate health insurance. Diets will change and further reduce the adverse impacts of eating bad foods which serve only to exacerbate health related conditions.

Company Strengths The Multi-Craft Apprenticeship Preparation Program has been in operation officially, since December of 2020. The program has been recognized (*see attachments) from industry, community and governmental organizations for its work. M.A.P.P. has partnered with Habitat for Humanity and City Roots on projects aimed at enhancing the quality of housing for city residents. Projects have also been undertaken with the building trades i.e. Veteran home improvement activities. M.A.P.P. has received participants from Rochester Works and is increasingly being contacted for potential referral opportunities from the NYS Parole board, the NYS Office of Family and Children's Services, certain teachers at certain Rochester city schools.

Community Resources The dual nature of the M.A.P.P. / Project Phoenix concept is that not only does the organization act as a viable Apprenticeship Readiness program, but actively involved participants in direct Community Development activities. One of the mantras, here at M.A.P.P. is having an 'Accountability to Community.' Going forward M.A.P.P. / Project Phoenix looks to partner with organizations, with similar objective of uplifting historically disadvantaged or marginalized communities and affording tangible career-track opportunities. We also look forward to working with organizations focused on improving community aesthetics. M.A.P.P. has partnered with Habitat for Humanity and City Roots on projects aimed at enhancing the quality of housing for city residents. Projects have also been undertaken with the building trades i.e. Veteran home improvement activities. M.A.P.P. has received participants from Rochester Works and is increasingly being contacted for potential referral opportunities from the NYS Parole board, the NYS Office of Family and Children's Services, certain teachers at certain Rochester city schools.

Audience The primary focus group / population served by M.A.P.P. / Project Phoenix is comprised of people of color -- specifically young African American men and women. Increasingly, M.A.P.P. has seen great interest from and enrollments of spanish speaking participants. There are no costs associated with the program for M.A.P.P. participants. There is, however, a commitment on the part of a prospective participant. The Project Phoenix phase of the program requires attendance from 7:00am through 3:30pm, Monday through Friday. Understanding that our target population, more time than not, is currently living in poverty, M.A.P.P. affords the \$12 stipend.

Cost 1st Year	Cost All Years	Residents 1st Year	Residents All Years	FT Employees	PT Employees
\$400,000.00	\$1,200,000.00	30	150	5	0

Volunteers

0

Staffing Kereem Berry, an IBEW Journey Worker, was recruited in 2017 to re-invigorate a pre-apprentice program, designed to serve the trades, but had been floundering. The former President of the Trades council (who was also the former Business Manager for the IBEW) recognized that Kereem displayed leadership qualities that could be tapped to strengthen the program in a number of ways. Kereem recruited an Assistant Director, Gerard (Gerry) Hunt to help with all aspects of the program - particularly from a marketing and organizational perspective. Kereem functions as the Executive Director and Gerry functions as the Operations Director. Together, the two have worked closely with the Rochester Building and Construction Trades, while maintaining strong relationships with City, County, State and Federal representatives. This focus built momentum has led to a widening of the doors of opportunity in the trades and a growing awareness of this opportunity within the community.

Robert Smith is new to the team and is responsible for working with the participants on job-sites and in-classroom. He is a carpenter, by trade, but covers general construction concepts and tool introductions and exercises with the cohorts.

