

Urban League of Rochester, NY, Inc. - Anne Beyer

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Organization Profile

<i>Organization Name</i>	<i>Mail Address</i>
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<i>Exec. Name</i>	<i>Contact Name</i>	<i>Phone</i>	<i>Email</i>
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Mission/Vision The mission of the Urban League of Rochester, NY, is to enable African-Americans, Latinx, the poor, and other disadvantaged persons to secure economic self-reliance, parity, power, and civil rights. ULR pursues this mission through ensuring that our children are well-educated and equipped for economic self-reliance, helping adults attain economic self-sufficiency, ensuring our civil rights through the eradication of all barriers to participation, and ensuring that our staff are provided the tools to educate, advocate, and fulfill the mission.

Receive County Funds? YES - Family Consultant Program (\$285,000): The Family Consultant Program provides intensive family counseling for families who are at risk of having their children placed in foster care or need to be reunified with their children in foster care. The program also offers a parenting education and support group to help parents develop positive parenting skills.

Preventive Services for Spanish Speaking Families (\$300,000): Preventive Services for Spanish Speaking Families provides culturally and linguistically appropriate intensive family counseling for Spanish Speaking families who are at risk of having their children placed in foster care or need to be reunified with their children in foster care. The program also offers a parenting education and support group to help parents develop positive parenting skills.

Incredible Years (\$97,000): parenting groups utilizing the Incredible Years curriculum to families with children ages 1-12 years old who are involved in the child welfare system.

Youth Achievement Program (\$27,563): provides positive youth development activities that will enable at-risk youth to develop academically, socially, and personally utilizing the National Urban League's research-based Project Ready Post-Secondary Success Program Curriculum 2.0 as a framework.

Eviction Prevention Pilot Initiative 2.0 (\$1,432,200): Administration of emergency housing funding to prevent eviction during COVID-19 pandemic. Including intake, eligibility screening, and payment processing.

Expanded In-home Services for the Elderly Program (EISEP) (\$79,315 via a subcontract with Catholic Charities Family and Community Services): Case management services to link individuals 60 and older to non-medical supports that will enable them to safely remain living independently.

Div. of Corp. N/A? no

Proposal Information

Project Name Urban League of Rochester Workforce Development Program for Under and Unemployed Individuals

Summary This project will provide access to occupational trainings resulting in recognized certifications for unemployed/underemployed individuals. This will allow for increased job placement in careers with higher base pay and more opportunity for advancement. Additionally, this will help to alleviate the shortage of qualified workers for regional employers. The Urban League of Rochester, NY, Inc. (ULR) will partner with Cornerstone Training Institute and the Rochester Construction Training Center (RCTC) to provide career training and certification to 300 unemployed/underemployed residents of Rochester facing the highest instances of violence and poverty. Participants who successfully complete the trainings will earn certifications as Mold Abatement Workers, Asbestos Handlers, and Lead Abatement Workers as well as certifications in OSHA 10. Participants will also have the option to complete Project Monitor certification, NCCR construction training and OSHA 30. Technical trainings will be provided by Cornerstone and RCTC while ULR will provide recruitment and wrap-around services.

A major component of ULR's overall strategic vision is to provide our community with life-long career skills so they may thrive and build wealth leading to generational wealth accumulation. The ULR's goals for our workforce programs include: to increase an individuals' vocational and occupational training; to take a person centered approach, and to provide career training – not just job training – which will enable individuals to save for wealth accumulation. As a result, the region as a whole prospers from the sum of the individuals and programs' success.

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

Description This programming will most clearly advance Workforce Development & Economic Recovery, but in practice will support all three of the Bring Monroe Back goals. By creating equitable and prosperous career pathways for Monroe County's most historically impoverished citizens we allow for community empowerment and growth. Sustainable careers allow city residents to reinvest back into their communities and build towards a more prosperous future. The proposed program would follow a "sectoral program" model, which "focuses on career-track employment in professional occupations". According to the 2010 Sectorial Employment Impact Study, sector-focused training increased earnings by 18% over two years. (CITE) By focusing on economically disadvantaged populations and offering individuals industry specific, career-focused trainings which result in industry recognized credentials this program ensures long-term individual success. That creates the ability to accumulate both individual wealth and community wealth. By improving wealth accumulation and providing social supports for program participants, we will improve overall community health and safety. Additionally, the proposed programs will train individuals to safely handle and eliminate asbestos, lead, and hazardous molds. Additional participants will complete a construction training course. This supports the Bring Monroe Back Goals of creating sustainable infrastructure and supporting healthy communities. There is a need for well trained professionals with a focus on environmentally conscientious construction practices and these certifications are backed by the EPA as effective ways to improve the health of communities.

The partnership between ULR and both Cornerstone Training Institute and RCTC will allow for individuals with different base levels of knowledge to achieve the same outcomes. Cornerstone will provide shorter trainings for those with experience in construction, which RCTC will provide a longer, more intensive course for those participants with less hands-on experience.

Out of 75 total participants, 60 will receive training from Cornerstone and 15 will receive training from RCTC. ULR will handle recruitment and support services for all participants.

Of all 75 participants served annually, at least 67 (89%) of those enrolled will live in the following zip codes: 14604, 14605, 14606, 14607, 14608, 14609, 14611, 14612, 14613, 14615, 14616, 14619, and 14621. These areas have the highest instances of poverty and violence in Monroe County. Participants will be identified as unemployed or underemployed.

Case management and support services will be implemented from initial recruitment and continue for 1-year post completion. This includes periodic check-ins with participants and employer to ensure job satisfaction and retention; coordination with Monroe County Department of Human Services for case management services for mutual clients, housing assistance, and childcare services. ULR takes a trauma-cultural informed – relationship centered - approach to case management. Staff develop a variety of case management techniques to keep individuals engaged in the program and in their own success. Support services including, but not limited to, stipends and assistance funds for living expenses and training related expenses such as appropriate work attire and transportation needs to and from training sites, co-enrollment in GED programming through other ULR programs for participants up to 24 years old, for individuals 25 or over the program's GED instructor will provide services.

Staff employ a strengths-based, trauma-informed case management approach to ensure participant retention. Potential barriers to retention include participants' limited educational attainment, substance abuse, mental health issues, unmet basic needs (i.e., food, clothing, and housing), childcare, justice system involvement, and the trauma related to living in an area of concentrated poverty. Staff address these barriers through strong integrated program services and utilization of internal and external resources. Staff will refer participants to appropriate internal programs, including our programs in Family and Children Services, Home Store, Services for Individuals with Developmental Disabilities, and Economic Development. ULR also has an extensive referral network of linkages with local human service, public and private sector, and educational organizations to assist youth with identified needs.

All three partnering organizations will assist with job placement with recruitment directly to employers, job fairs, and career readiness trainings such as resume assistance.

Company Strengths The Urban League of Rochester, N.Y., Inc. (ULR) was founded in 1965 and is an affiliate of the National Urban League. ULR's mission is to enable African-Americans, Latinos, the poor and other disadvantaged individuals to secure economic self-reliance, parity and power, and civil rights. The agency directly serves over 4,000 individuals per year and operates 30 programs in the areas of Youth Education and Development, Workforce Development, Family and Children Services, Business Development, Housing Services, Services for Individuals with Developmental Disabilities, and Economic Development. Throughout its 56-year history, ULR has focused on working with the hardest-to-reach urban poor and collaborated with the public, nonprofit, and private sectors to provide innovative and culturally sensitive programs.

Our partnerships include health services, career and trade organizations, other community human service providers, and institutions where we advocate for our individuals. Our key partners include the Rochester City School District, Monroe County, and United Way. For example, ULR has established partnerships with local organizations and agencies such as RochesterWorks, Community Place of Greater Rochester, REOC, Monroe County Department of Probation-Community Corrections, and local employers to provide needed supportive services, work experience opportunities, and referral services. The ULR also has connections with area mental health services for drug, alcohol and psychological evaluations; the baby safe sleep coalition, crisis interventions; Trillium Health Center; the Justice/Legal systems; and Willow Domestic Violence Center of Greater Rochester among other entities.

Community Resources The Urban League of Rochester has a history of successful and equitable partnerships with many local businesses, organizations, and governmental entities. For this workforce development project we have received 12 letters of support. For post-program job placement we have received letters of support from KBH Environmental, AAC Contracting, Environmental Construction Group (ECG), Flower City Monitor Services, Paul Davis Restoration, Paradigm Environmental Services, and Rock Environmental. Livingston Associates has provided a letter of support for additional training services, career support services, and post-program job placement. Additionally, we have received support from LawNY to provide legal assistance, as needed, for participants and the Healthy Baby Network to provide additional supports to parents in the program. Our partner agencies, Cornerstone and RCTC, have also expressed their intentions to leverage their industry connections to place participants into steady careers.

The ULR will utilize outreach and recruitment strategies that have been successful in past and current programs. Staff will use a multi-pronged approach to recruit eligible participants. ULR has a current working relationship with the Monroe County Sheriff's Office Jail Bureau Facilities, in charge of operating the Monroe County Jail and the Andrew P. Meloni STAR Academy, in conjunction with the Monroe County Office of Probation. ULR will continue to foster these relationships as a means of recruiting eligible participants for this workforce program. As of May 2022, ULR has scheduled hours and reserved space for participant recruitment at The Monroe County Office of Probation – Community Corrections (OPCC) totaling 8 to 10 hours per month of valuable face to face recruitment.

The ULR has strong community ties and will advertise this program in area recreation centers; libraries; businesses such as barber shops and beauty salons in the target community; on ULR's weekly radio show; and, as seen historically, a significant portion of participants arrive to us by word of mouth due to our established community presence and history of success in supporting our participants.

Audience The Urban League of Rochester's core mission is to enable African Americans, Latinos, the poor and other disadvantaged to secure economic self-reliance, parity and power, and civil rights. The COVID-19 pandemic has significantly impacted our community, and disproportionately impacted high poverty areas of the city where ULR has had an established presence for over 50 years. Those we serve are struggling to pay rent, have low income jobs, and face unemployment. Black, Indigenous, and People of Color (BIPOC) are at a higher risk of exposure and being disproportionately affected as they make up the majority of frontline, essential and public-facing workers and are less likely to have adequate health care coverage (vs. their white counterparts). This program will directly impact those most affected by the COVID-19 pandemic including, but not limited to: Black and People of Color living in Rochester, individuals at 200% poverty or less, and those whose long term health has been directly affected by COVID-19. ULR has taken swift action throughout the pandemic to continue to provide quality services while ensuring the safety of our staff and community. ULR has successfully provided workforce development programs since 1967, serving individuals with multiple barriers to employment and self-sufficiency with academic instruction, occupational skills training, job readiness training, case management, and service learning. ULR's workforce development programming strives to bring comprehensive training and opportunity to those City residents most in need of economic support.

<i>Cost 1st Year</i>	<i>Cost All Years</i>	<i>Residents 1st Year</i>	<i>Residents All Years</i>	<i>FT Employees</i>	<i>PT Employees</i>
\$773,605.00	\$3,139,007.00	75	300	3	1

Volunteers

0

Staffing Mr. Jonathan Compton, Workforce Development Divisional Director (0.1FTE), will oversee the workforce development program. Mr. Compton has held various positions, including in ULR's reentry programs, since he joined ULR in 2017. He holds a Master of Public Administration degree.

The day-to-day operations will be managed by the Program Director (1 FTE), to be hired. The Program Director will be the primary contact person for high-level communication with our partners. The Program Director is responsible for contractual performance, program compliance, and tracking program expenditures. The Program Director will oversee the Career Advocates and GED Instructor. This program will utilize two (2) Career Advocates (both at 1 FTE), to be hired, who will serve as the primary caseworkers for the program and will recruit, enroll, train, and facilitate services for individuals. The Career Advocates ensure all the required individual services and outcomes are completed.

A GED Instructor (0.5 FTE), to be hired, is assigned to the program to provide literacy and math support and High School Equivalency (HSE) preparation.