



Partnerships for CED Projects

Based on presentations to CED grantees by Michael DiRamio, Corporation for a Skilled Workforce, and John MacDonald, Impact Services Corporation

This resource discusses opportunities to identify and form partnerships to support job creation for Community Development Corporations (CDCs).

Community-Based Job Creation Partnerships

To create community-based job creation partnerships, consider the community-based job creation framework. Community-based job creation relies on:

- Actions:
 - Enable it (Organize communities to drive market demand)
 - Build it (Target emerging sectors that are ripe for development)
 - Support it (Enable local talent engagement and development)
 - Sustain it (Align efforts to achieve collective impact in the community)
- Community Pillars:
 - **Buildings** - Higher efficiency standards for building codes; efficient deconstruction, clean-up, and new construction
 - **Transportation** - Incentives for mass transit construction and operations; incentives for energy storage technology and fuel-efficient cars
 - **Food** - Incentives for local food systems and sustainable farming
 - **Energy** - Renewable portfolio standard that leads the nation; low carbon fuel standard; energy feed-in tariff
 - **Manufacturing** - Local production capacity and supply chain

This work leads to the outcomes of **prosperity, equity, good jobs, and environment stewardship**.

How can CDCs Use Partnerships to Help People Succeed?

1. Reach out to potential local workforce partner agencies
2. Identify aligned interests
3. Partner on grants/initiatives
4. Help convene/catalyze new partnerships around jobs and skills
5. Raise the issue with funders
6. Get involved in advocacy around funding for job training programs
7. Support community benefits tied to development and ensure workforce stakeholders are involved

Questions CDCs Can Ask to Align Their Interests with Partners to Meet Economic Development Efforts

Target your economic development efforts by asking your organization:

1. What are the unmet community needs?
2. What are the skill sets in the community that you can build upon? Any transferable skills?
3. What is the availability of training for that industry?
4. Where are business support organizations focused?

Identify Aligned Interests

1. What is the value that they can bring to your project?
2. Are you clear what you bring to the table?
3. Does your program target a specific population of interest to the potential partner?
4. Are they interested in job placements for their participants?

Connect with Your Local Workforce Resources

CDCs can help create jobs for residents using a variety of strategies:

Industry Engagement and Career Pathways	Skill Building and Supportive Services	Small Business and Community Enterprise Development
<ul style="list-style-type: none"> ○ Sector/cluster workforce partnerships ○ Economic Development Corporations ○ Industry associations (Chambers, trade groups, etc.) 	<ul style="list-style-type: none"> ○ Workforce boards/One Stop operators* ○ Education and training (colleges, CBOs) ○ Adult basic education providers ○ Community/faith-based (work readiness training) ○ Literary providers ○ Support Service providers (transportation, childcare, etc.) 	<ul style="list-style-type: none"> ○ Neighborhood business associations ○ Community development corporations ○ Business incubators/accelerators

*While they may be called different names, an organization where several resources are brought together.

15 Ways to Work Better with Your Local Workforce Investment Board (WIB) and One-Stops:

1. Find out who the One-Stop program manager is and set up a conversation.
2. Create relationships with the top leadership and decision-makers at the One-Stop.
3. Find someone who understands the system and has established relationships with decision makers to help connect and guide you through the process.
4. Know who is on your local Workforce Investment Board, and any connections Board members may have to your program's interests.
5. Request a slot on the meeting agenda of the next full WIB board meeting to present your grant's goals, the opportunities, and *what is in it for them*.
6. Align your goals with that of the One-Stop Career Center and their vision.
7. Understand that both you and the One-Stop need to gain credit for outcomes. Look at your and their performance outcomes and figure out how to make it work.
8. Become relevant to the One-Stop, for example, have an "in" with employers, have ways to enhance their programs, and leverage resources.
9. Early on, write the One-Stop into the project contract with a defined role and funding. This helps to leverage your ask(s) of them.
10. Align your pitch with the region's goals and speak to that, just as you would do if delivering an employer pitch-speak to their needs.
11. Be flexible and responsive.
12. Know the right person(s) to speak with for specific needs or challenges along the way.
13. Be persistent and follow up.
14. Do not promise something you cannot deliver.
15. If the jobseekers at the One-Stop are not ready for the training your program is offering, do not give up. Work with the One Stop to create the right remedial education and pathway into your training. This is an important part of a longer-term relationship that benefits jobseekers.

Selecting and Building Partnerships

From wherever someone is starting, there is an ongoing and dynamic continuum of participant support. You will need partners to support throughout the process.

- Recruitment → Assessment → Training → Career Coaching → Job Placement → Retention

Written and signed agreements documenting relationships with project partners should:

- Provide clear roles for each partner in the project
- Outline explicit strategies for collaborations
- Identify the specific contribution of the partner
- Include signatures of all parties
- Include duration of agreement
- Include CED program requirements