



2013 CED Spring Webinar Series  
*Track 4: Business Strategies*

# Strategies for Attracting and Retaining Low-Income Employees

May 16, 2013

Please call in:

Audio dial-in number: 888-523-1228

Passcode: 2905747

Contact [OCSRegistrar@icfi.com](mailto:OCSRegistrar@icfi.com) if you  
have any questions!



# Agenda

- **Introduction**
- **Insights from Experienced Grantees**
  - **Nancy Carin, Business Outreach Center Network, Inc.**
  - **Alicia Nunez, Chicanos Por La Causa, Inc.**
  - **Howard Snyder, Northwest Side Community Development Corporation**
- **Q&A Session**



# Insights from Grantee

---

**Nancy Carin**

**Business Outreach Center Network, Inc.**

**[ncarin@bocnet.org](mailto:ncarin@bocnet.org)**

---

# The Business Outreach Center (BOC) Network

**Our Mission** is to improve the economic prospects of traditionally underserved groups, with a focus on low- and moderate-income entrepreneurs and their communities.



BOC has local centers in low/mod income neighborhoods in all five boroughs of NYC and an affiliate CDFI loan fund.

Programs include:

- Refugee Microenterprise
- Women's Business Center
- Industrial Business Solutions
- Child Care Business Development

Affiliate CDFI: BOC Capital Corp.

- Microloans up to \$50,000
- Contract-based loans up to \$150,000



## **Biofuel Community Economic Development Project**

Public/private partnership between BOC and Tri-State Biodiesel, and community partners as part of the workforce development system.

Strategy: Equity investment

Goal: To create 40 new green employment opportunities in low income communities while improving the local economy and environment.

## **Sustainable Business Development Project**

Public/private partnership with BOC Capital Corp. CDFI, community businesses, and community partners as part of the workforce development system.

Strategy: Revolving loan fund

Goal: To create 42 new employment opportunities while improving the environment and supporting community revitalization.

# Strategies for Attracting and Retaining Low-Income Employees

Partnership

Presence

Support



# Strategy—Partnership

## Ongoing Engagement with a Network of Workforce Development Partners



“This job is the best thing that has happened to me in my life. I think I have a lot to offer and I plan on staying in this job for as long as can.”

—Lawrence Treglia

### Public/Private Partnership

- City government & non-profit workforce development / career services
- Formerly homeless & formerly incarcerated services
- Non-traditional employment for women
- Community-based economic development organizations
- Veteran services
- Career training programs at community colleges

### Strategies:

Introduce leadership

Build Staff level relationships

Participate in community councils and advisory boards

Be accountable – share resources

Provide funding under special circumstances for needed expertise

# Strategy—Onsite Presence

## Human Resources & Business Development

- Project staff work on site from 1-3 days/week.
- Low-income participants served onsite
- Ongoing structured relationship with senior management
- Strategic systems-level TA



# Strategy—Support

## Track, Serve and Support Employees



- Provide support to management for on-the-job training
  - Help design, define or support internal training during onboarding process
  - Seek out external training for skills needed for job advancement
- Conduct onsite financial literacy workshops and consult with management regarding additional needs.
- Facilitate support services offered by workforce partners who have a stake in job retention

Project Director: Rebecca Welch,  
[rwelch@bocnet.org](mailto:rwelch@bocnet.org)

Executive Director: Nancy Carin,  
[ncarin@bocnet.org](mailto:ncarin@bocnet.org)



# Insights from Grantee

**Alicia Nunez**

**Chicanos Por La Causa, Inc.**

**[alicia.nunez@cplc.org](mailto:alicia.nunez@cplc.org)**

# CHICANOS POR LA CA (CPLC)

OCS-Webinar

Attracting and Retaining Low Income Individuals

May 16, 2013

Presented by:

Alicia Nuñez

Vice President, Business Enterprises



Chicanos Por La Causa, Inc.

A PROMISE OF OPPORTUNITY



# Who is CPLC?

## *Our Mission:*

Chicanos Por La Causa, Inc. (CPLC) is a statewide community development corporation (CDC), committed to building stronger, healthier communities as a lead advocate, coalition builder and direct service provider. CPLC promotes positive change and self-sufficiency to enhance the quality of life for the benefit of those we serve.



# About CPLC?

- Founded in 1969
- Largest CDC in Arizona
  - Statewide services with major hubs in Phoenix Tucson & Yuma
- Third largest Hispanic CDC in US
- Expansion into Clark County, NV & New Mexico
- 800 employees
- Over 100,000 individuals served annually



# Map of Services

<b>Economic Development</b>	<b>Education</b>	<b>Health &amp; Human Services</b>	<b>Housing</b>
Commercial Development	Charter Schools	Clinical Counseling	Construction / New Build
Quick Service Restaurants	Early / Migrant Head Start	Domestic Violence Shelter	Elderly / Disabled
Small Business Lending	Financial Literacy	School Drop-Out Prevention	Housing Counseling
	Scholarships	Drug / Alcohol Prevention	Multi-& Single-Family Housing
	Substance Abuse Treatment	Elderly Services	Neighborhood Stabilization Program II
		Immigration Services	Self-Help Program
		Parenting Education	Property Management



# OCS CED Funding

- Office of Community Services - Community Economic Funding
- Goal is to address economic needs of low-income communities, individuals, & families
  - Job creation
  - Community revitalization
  - Community ownership & investment



# Job Creation

Creation of Jobs:

**-27 Full Time positions**

**-45 Part Time positions**

Various Industries:

- Quick Service (food) industry
- Employment services agency
- Workforce development
- Commercial construction & development



# Job Creation Resources

- 2009 OCS - CED funding
- Development of Quick Service Restaurants through a partnership with Kahala
- Partnered with workforce development programs
- Leveraged funding -CDFI
- Leverage use of company owned commercial space



# Partnerships



- Founded 1988
  - Kevin Blackwell, Chairman & CEO
- First Concept: Surf City Squeeze
- Headquarters: Scottsdale, AZ
- Franchise owners/employees: 38,000



# Partnerships Con't

Kahala has the development of its presence in the urban and minority communities as key objectives of its growth plan. Kahala has partnered with CPLC to bridge the gap between its expansion plan and urban and minority communities.

# Kahala



*National/International Joint Ventures*





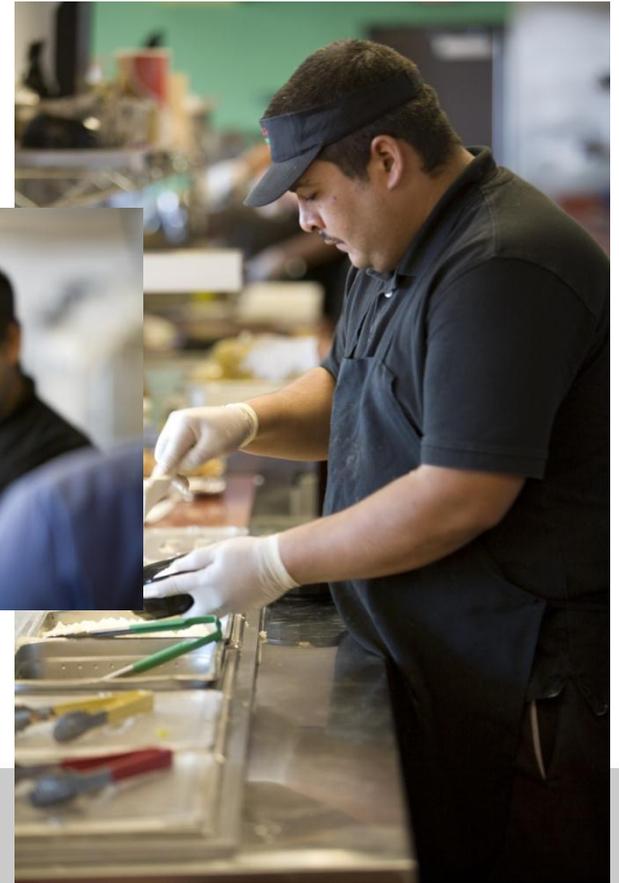
# New Business Development

Tri-Brand quick service restaurant, in partnership with Kahala





# Job Creation for Low-Income Individuals



# Location



# Location





# Employment Services

• Full-service staffing firm for seasonal, contract, contract-to-hire, and direct-hire positions

• Job placement of nearly 200 individuals in the following areas:

- Administrative & Clerical
- Manufacturing
- Information Technology
- Hospitality
- Human Resources
- Finance
- Marketing & Sales





# Commercial Retail Development

- Revitalization project of Well's Fargo Plaza located in the central city south community of Phoenix
- Create affordable offices, retail spaces, and possible quick service restaurant
- Bring new jobs and traffic to urban area
- Current lack of investment in area
  - Vacant and blighted buildings keep downtown workers and sports traffic from area

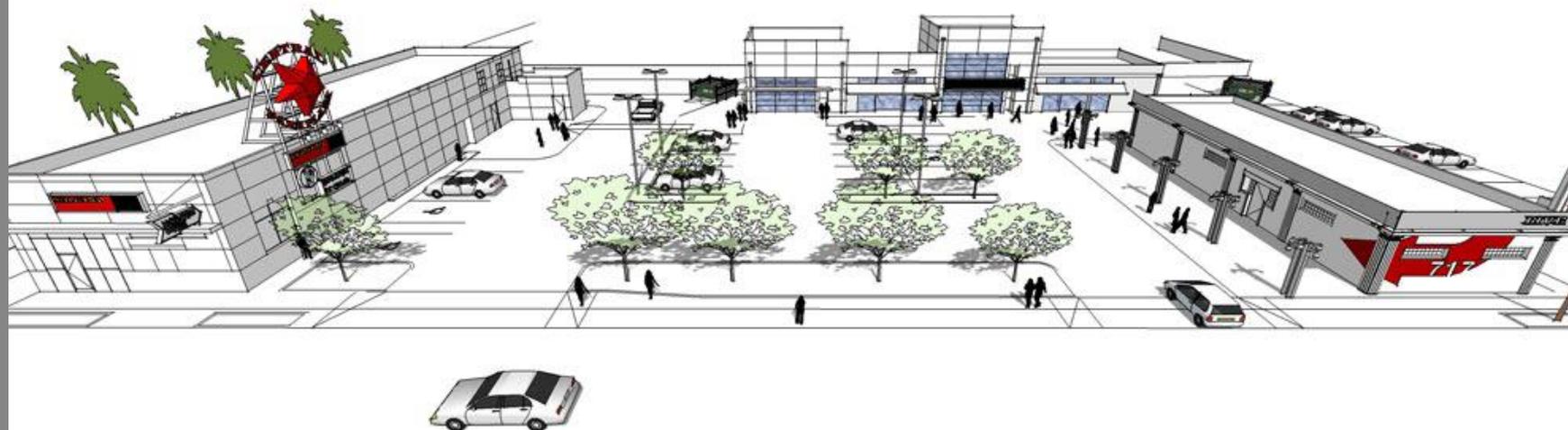


# Current Location of Retail Plaza





# Revitalization of Retail Plaza





# Insights from Grantee

---

**Howard Snyder**  
**Northwest Side Community Development  
Corporation**

**[hsnyder@nwscdc.org](mailto:hsnyder@nwscdc.org)**

---



# Questions

- **Submit a written question via LiveMeeting.**
  - If you have a question, please change your feedback (status) from green to purple to let us know you have a question.
- **Press \*1 on your phone.**
  - If your question is answered while you are waiting, please remove yourself from the queue by pressing \*2. Wait until the indicated intervals for the question and answer period.

Contact [OCSRegistrar@icfi.com](mailto:OCSRegistrar@icfi.com) if you have additional questions!