

Newark2020

Newark 2020 Initiative

Presentation to Newark Funders Group

December 7, 2017 @ 8:30 am

Victoria Foundation – Newark, NJ

What is Newark2020?

Goal: Connect 2,020 Newark jobseekers to full-time employment by 2020.

- Bridge the gap between the unemployed and available jobs in and around Newark
- Create pathways to living-wage employment
- Expand employment opportunities for Newark workers



Why the Newark 2020 Initiative?

Newark2020 aims to match access & opportunity to qualified, competitive candidates



Creating Employment Pathways to Living Wage


Newark2020 aims to match access & opportunity to qualified, competitive candidates

Targeted Newark2020 Jobs

- Full-Time
- Permanent
- On a career pathway towards living wage
- Exempt or Non-Exempt positions
- Based in the Greater Newark geographical area

Non-Applicable Positions

- Part-Time
- Per Diem
- Temporary or seasonal
- Limited career opportunities



Employers may include the advancement of employees in these job categories to “qualified” jobs

Creating Employment Pathways to Living Wage

Newark2020 aims to match access & opportunity to qualified, competitive candidates

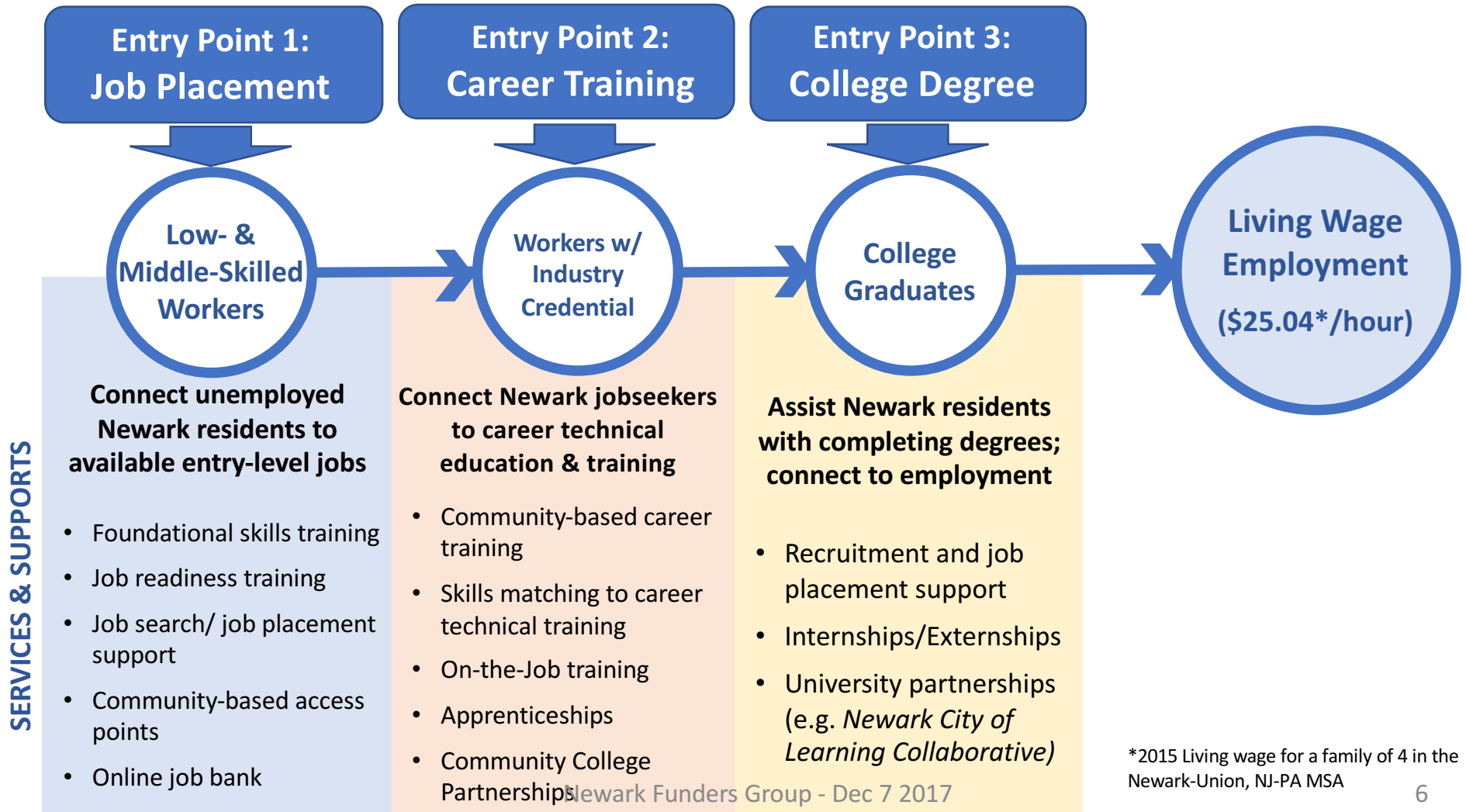
Who are Newark's Jobseekers?



Creating Employment Pathways to Living Wage

Putting 2,020 Newark jobseekers on a pathway to living wage employment

Multiple Entry Points for Newark Job Seekers







*2015 Living wage for a family of 4 in the Newark-Union, NJ-PA MSA

CORE PROGRAM COMPONENTS

Newark 2020 is a comprehensive approach that aims to help Newark workers secure good-paying jobs in a fast-growing, regional economy



Newark 2020 Infrastructure Capacity – Roles & Responsibilities

Institutional Partner	Role/Responsibility	Activities
	<ul style="list-style-type: none"> Oversight / Executive Leadership Technology Employer Engagement (Executives) Fund Development Initiative alignment (to economic inclusion agenda) 	<ul style="list-style-type: none"> CEO / Executive Roundtable Website & data accountability system General communications, marketing & public stakeholder engagement
	<ul style="list-style-type: none"> Program Design & Oversight Outreach & Referrals Public Resource Alignment Employer Engagement (HR) 	<ul style="list-style-type: none"> Protocol Development (Soft skills training; assessment; intake process; counseling) <i>Provider selection and monitoring</i> Outreach & initial program intake Public sector interfacing (NJDLWD) Policy reform (adoption; implementation)
	<ul style="list-style-type: none"> Newark 2020 Project Management Employer Engagement Career Pathway Fiscal Agent* 	<ul style="list-style-type: none"> Daily project operations Fiscal / financial management Program/Career Pathway Design Workforce Training TA & Support Employer Partner TA & support Job development
	<ul style="list-style-type: none"> Research & Policy Evaluation Support Community & Faith Engagement 	<ul style="list-style-type: none"> Policy reform (development; analysis) Best practice research; content development Neighborhood/Community activities

Newark 2020 Infrastructure Governance Structure



- **Executive Roundtable (VISION):** Mayor + CEOs of participating companies
- **Steering Committee (EXECUTION):** Coordinating partners, Newark Alliance and NJISJ, plus core group of leaders working on design and implementation
- **Subcommittees (PARTICIPATION AND FEEDBACK):** Community partners who play key role operationalizing the effort

Nwk 2020 Registration (YTD)

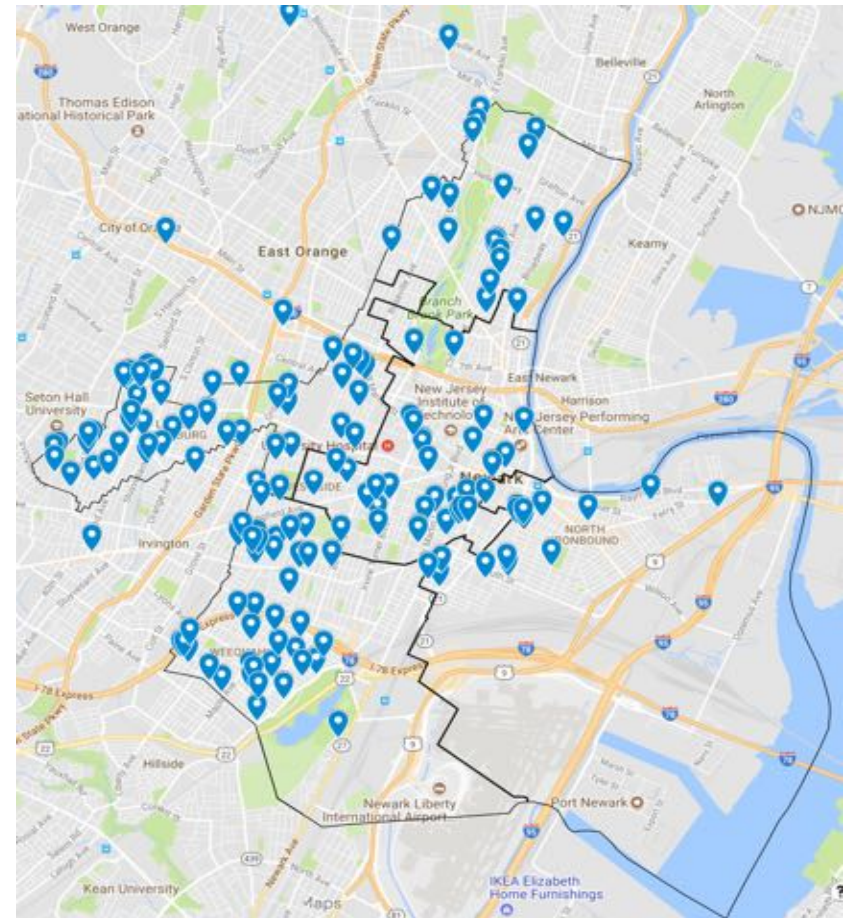
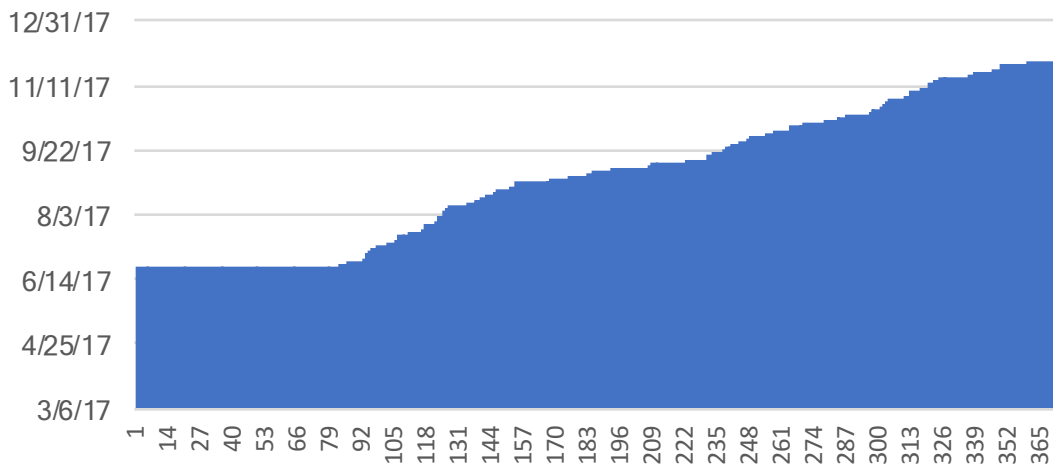
300+ real, unduplicated registrants

- 92 entries before July 1

Referral Sources

- City of Newark
- Word of Mouth
- Articles, Press, Social Media
- Google Searches
- Advertisement
- Community Organizations

Registration Volume



Newark 2020 Infrastructure 2017 – 2018 Priorities

Category	Task / Activities	Budget
Staff & Consultants	<ul style="list-style-type: none"> • Hire Full-time Newark 2020 Project Director and Program Associate • HR Consultant to assist with Employer Engagement 	\$250,000
Program Support	<ul style="list-style-type: none"> • Soft Skills Training Model – Best Practice Design & Pilot • Comprehensive Soft Skills Training Program Implementation • Community Hub Outreach & Engagement Centers Program/Outreach Events & Activities 	\$ 400,000
Research & Evaluation	<ul style="list-style-type: none"> • Project Evaluator –John J. Heldrich Center • Workforce Landscape Assessment • Design Process - Diversity & Inclusion 	\$100,000
Technology & Database System	<ul style="list-style-type: none"> • Web-based portal management • Case management database software 	\$75,000

Primary Funding Partners:

