

O I C O F S O U T H F L O R I D A

OIC
OF SOUTH FLORIDA

HOPE IS NOT STRATEGY

*Collaborating on Pathways to Prosperity for all,
utilizing strategic and culturally informed approaches to engaging
and providing Workforce Development services in economically
distressed communities*

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Perspective!

- ▶ Broward County celebrates an unemployment rate 2.8-2.9%
- ▶ More to the story..
- ▶ There are “at least” six zip codes in Broward County where the unemployment rate is between 9-17%



A strategic Approach and building the right team is critical!

Convening of the right stakeholders

Convene stakeholders who not only are the “right” groups based on their past experiences, interests and mission, but also, who have proven to be effective “*according to the people*” you are trying to serve.

- CBO's
- Business Community
- Funders
- Policy makers
- Faith based groups
- Higher Ed and K-12 institutions

For the people, but with the people..!!!

- Have you included and or convened the people you are trying to serve in the process of prescribing the approach to resolve their issues?
- “Community Champion” prescribed by the people..

Benefits of this approach:

- Instant credibility
- A “real” pulse on what may work
- Increased accountability

A sustainable framework...

Programmatic frame work VS systematic and policy driven framework

- Program framework is important and should meet people where they are, while including levels of accountability for ALL stakeholders.
- Systematic/Policy driven framework assures long term impact beyond committees and personalities.
- Should include: Funders, Law makers, Business community, Econ Dev community, Law enforcement, K-12 and Higher Ed etc..

Lets Get started!

Asset Inventory & Mapping

- Take a pulse of all the barriers to economic self-sufficiency (can be different in different areas urban VS rural etc) and assess if in fact you have the right mix of services needed AND the right organizations. *Also referred to as your needs statement in some respects.*
- *BREAKING NEWS!!! You may learn that you are in fact resource rich..*
- **The tough part..** *Many concessions may be needed for the betterment of those to be served.. More BREAKING NEWS.. IT ISN'T EASY...*

Build it and they will come.. Not so fast..

- **Structural and historic barriers to consider when engaging people in economically distressed communities..**
- Establishing trust!
- Culturally informed marketing strategies. Know your audience!!
- Community Champions***
- Accountability for all stakeholders!

Soo.. How's it going so far Newt?



- ✓ Community Champion Model resonating throughout the community
- ✓ Funders aligning and supporting
- ✓ Policy Makers "wanting In"
- ✓ More and more community convening around prosperity for all.. Paradigm and echo system shifting..

We can ALL do well while doing good!

"IT'S A GIFT"....

Jon Bon Jovi during Rock in Roll Hall of fame speech..

Lets us lift as we climb.. Let us lift as we climb..



Thank You!



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