SoloWorksCenters

Job Creation Program

CELab
Community Economics Laboratory

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Community Economics Laboratory

The Community Economics Lab

The CELab is a 501(c) 3 non-profit think tank, focused on new ways to do economic and workforce development in a labor and capital constrained economy.

Forces in Play

- Phantom Workforce issue
  - Boomer Retirement Demographics,
  - Skills Miss Match Phenomena
  - Wage Cliff Effects
- Increasing gravitational pull of larger cities
- Productivity
  - Automation (AI)
  - Big Box Retail
  - Internet Sales
- Distribution of work
- Expansion of big data predictive analytics

CLIFF EFFECT ANALYSIS

Are we delivering?

- The 2010s recovery was marked by a collapse in new business formation.
- Employment gains from 2010 to 2014 were far more geographically concentrated than in previous recoveries.
- The country's most populous counties powered the 2010s recovery.

Economic Innovation Group – May 2016

Map of Counties Accounting for Half of Recovery-era Establishment Growth

The New Map of Economic Growth and Recovery
Economic Innovation Group – May 2016

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Net Annual Change in the Number of Firms in the United States

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Map of Counties Accounting for Half of Recovery-Era Job Growth

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Share of Net U.S. Establishment Creation by County Class Size

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Share of Net U.S. Job Creation Growth by County Class Size

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Contraction vs Growth

$$E > P^{P}$$

Growing the **Economy** *faster* than the **Population**

Community Demographic Dynamics

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The Shift to Solowork

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Economic Base Program Theaters

1. Employers
2. Federal Government
3. Extractives and Energy
4. **Solowork**
5. Visitor
6. Retirees
7. Start up
8. Agriculture
9. Film and Digital Media
10. Import Substitution

The Three Types of Soloworkers

W2

1099

Solopreneurs

The Holy Grail

- Sector is growing and jobs are virtually unlimited
- Jobs are created immediately
- Costs are post performance and are a fraction of traditional program efforts
- Green – no additional environmental impact
- Scales to any community
- May be the only viable job creation strategy for many rural communities

Sources of Candidates

1. Unemployed
2. Underemployed
3. College students
4. Hard to employ and chronically poor
5. Entry level – new entrants
6. Trailing spouses – (Military)
7. Home bound
8. Full time and part time aspirants
9. Solopreneurs
10. Retirees

Solowork Economic Base Job Creation

DigitalWorks
CONNECTING PEOPLE & JOBS

Solo W2 Workers
Recruit, Screen
Train, Place
Support

W2 Solo workers employed by an economic base employer and allowed to work from home or the Solowork Center.

Solopreneurs who own their business have no centralized workplace or onsite employees.

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A community supported program platform to create, advance and retain new economic base jobs.

New entrants to the solowork workforce, i.e. students, hard to employ, & chronically poor candidates.

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Solopreneurs
Recruit, Plan
Incubate or Convert
Support

Circles USA
Thriving Families, Thriving Communities

New Solo Workers
Recruit, Screen
Train, Place
Support

Digital Works Process

Assessment
- Orientation
- Personal Interview
- Digital Works Test

Admission
- Career Plan
- WorkKeys Test

Training
- Hidden rules of the workplace
- Computer skills
- Business and Customer service skills

Placement
- Application
- Daily trackers
- Job Interviews
- Workspace and equipment planning
- Job Acceptance

Earning
- On-the-job training
- Nesting
- Performance review

Advancement
- Up-placement
- Mentoring
- Productivity
- Amemnities

DigitalWorks℠ CONNECTING PEOPLE & JOBS

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CONNECTED NATION

DigitalWorks
CONNECTING PEOPLE & JOBS

Companies Engaged

xerox
CONVERGYS
SUTHERLAND GLOBAL SERVICES
TeleTech
airbnb
ADP
UHC UnitedHealthcare
AMERICAN EXPRESS
IBM
DEPARTMENT OF TRANSPORTATION UNITED STATES OF AMERICA
salesforce
CONCENTRIX
ViaSource Solutions
U-HAUL
DISCOVER
at&t
DIRECTV
asurion
enterprise
ACD DIRECT connecting you with the world
Expensify

Solopreneur Process

Assessment
- Submission of concept
- Pitch interview

Admission
- Commitment to program
- WorkKeys Test

Pre-launch
- Concept refinement
- Business model development
- Outline milestones
- Determine space & equipment requirement

Incubation
- Mentor meetings
- Benchmarking
- Workspace Dev
- Launch

Stability
- Achieve sustainability
- Business is profitable
- Source support services

Growth
- Grow client base
- Shift toward out-of-state
- Update business model

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Entry-Level Process for the Hard to Employ

Assessment
- Personal Interview
- Skills assessment

Admission
- WorkKeys Test
- Assigned an Ally
- Circle Formed

Planning
- Create personal 5 yr plan
- Set Goals/Define success
- Cliff effects plan

Training
- Habit development
- Hidden rules of workplace
- Personal Finance

Integration
- Enter job placement training

Breakthrough
- Placed in job
- Reducing debt
- Execute cliff effects plan

Circles® USA
Thriving Families, Thriving Communities

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SoloWorks Program Requirements

1. Community Assessment and Plan
2. Dedicated Facility
   - Broadband
   - 30+ workspaces
3. Training Proctor and Site Manager
4. Funding for startup costs at ~$50,000
5. Community Partnerships
6. Marketing Strategy
7. Screening and Testing

SoloWorks Program Requirements (cont.)

8. Training of the Proctor by Digital Works
9. Center Rules
10. Job Placement Module
    - Placement rate of 8/10
    - Close contact with each candidate/employer
    - Guarantee of candidate quality
11. Solopreneur Module
    - Coworking space with amenities
    - Business coaching
    - Network of contacts

SoloWorks Program Requirements (cont.)

12. Entry Level Module
    - Proven poverty solutions
    - Cliff Effects
    - Hidden rules of the workplace
    - Personal goal setting/planning
13. Retention and Advancement
    - Nesting Period
    - Career advancement
    - Social support ecosystem
    - Accountability to goals

Platform Options

1. Economic Development organizations
2. Small Business Development Centers
3. Business Incubators and accelerators
4. Co-working Centers
5. Public library & community centers
6. Community Colleges / Universities
7. Workforce development agencies
8. Retail, office, residential developments
9. Chambers of Commerce
10. Trade associations

Ecosystem Building

- Advancement Counseling
- Career development
- Co-working space
- IT support
- Daycare
- Healthcare
- Incentives
- Shared business services
- Concierge services

Cibola SoloWorks Program

Solowork Program Funding Model

- $50,000 in start up costs
- Monthly cost of $15,000-30,000 per month depending on scale
- $3,500-$5,000 per job created

Model assumes considerable community in-kind support. (facilities, equipment, furnishing, volunteers, etc.)

Cibola SoloWorks Program

Outcomes	
Candidates Enrolled	29
Training Graduates	25
Job Searching	3
Placed in employment (as of June, 2017)	10

Name of Solopreneur	Name of Business	Industry
Michael Webb	2Birds Enterprises	Mobile Game and App Development
Derrick Morris	QG3	Agriculture Software Development
Anita Willcox	PWR Rental Equipment Solutions LLC	Marketing for Government Procurement

For More Information…

- Schedule an in depth interview
- States, Regions, Cities, Counties, Communities

See the SoloWorks tab at
www.thecelab.org

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