

**Maggie L. Walker Initiative Citizens Advisory Board
Annual Report
2021**

Board Members:

City Council Appointees

Councilwoman Ellen Robertson, Co-Chair

Dominic Barrett

Avohom Carpenter

Jewel Gatling

Charles Hall

Gina Lyles

Carmen Simon

Mayoral Appointees

Kamala Allen

Saundra Laws

Patrice Shelton

Aquanetta Scott

Caprichia Spellman, Non-Voting

City Council Appointees for Attendance Record

	Name	Appointment Type	27-Jan	24-Feb	24-Mar	Apr-21	May-21	Jun-21	28-Jul	25-Aug	22-Sep	27-Oct	20-Nov	8-Dec
1	Robertson, Ellen	Council Member	Present	Present	Present	Present	Present	Present	Canceled	Canceled	Present	Present	Canceled	Present
2	Barrett, Dominic	Council Appointee	Present	Present	Present	Present	Present	Absent	Canceled	Canceled	Present	Present	Canceled	Absent
3	Carpenter, Avohom	Council Appointee	Present	Present	Present	Present	Present	Absent	Canceled	Canceled	Present	Present	Canceled	Present
4	Gatling, Jewel	Council Appointee	Present	Present	Present	Present	Present	Present	Canceled	Canceled	Present	Present	Canceled	Absent
5	Hall, Charles	Council Appointee	Present	Present	Present	Present	Present	Present	Canceled	Canceled	Absent	Absent	Canceled	Present
6	Lyles, Gina	Council Appointee									Present	Present	Canceled	Present
7	Simon, Carmen	Council Appointee	Present	Present	Present	Present	Present	Present	Canceled	Canceled	Present	Present	Canceled	Present
8	Vacant	Council Appointee	Representative of a college or university located within the City of Richmond with expertise in studying poverty or in program evaluation											

Meeting Dates January 2021-December 2021

January 27, 2021
 February 24, 2021
 March 24, 2021
 April 28, 2021
 May 21, 2021
 June 21, 2021
 July - Canceled
 August - Canceled
 September 22, 2021
 October 27, 2021
 November - Canceled
 December 8, 2021



In the Know

Navigating the Pandemic –
Our Year in Review 2021



Office of Community Wealth Building
City of Richmond





Executive Summary

The fiscal year 2020-2021 (FY20-21) has been one of alignment, calibration, and re-adjustment for the Office of Community Wealth Building (OCWB).



OCWB Staff at the Team Retreat in October 2021

Amid the pandemic, we migrated to a virtual environment without interruption of services. We continued to meet with participants remotely. In addition, the Career Stations offered weekly virtual workforce sessions, information sessions, and virtual recruitments events.

Our primary focus was to maintain accessibility for our participants. We partnered with the Ambassadors to further our outreach to community members impacted by the digital divide. After our soft reopening during the summer months, we hosted small watch parties at Career Stations for seniors who were unable to navigate technology.

The Career Stations officially reopened in November 2021 with great anticipation and excitement. We welcomed back participants who missed coming to our locations for support along their workforce journey and provided open opportunity for newcomers.

During FY20-21, OCWB also experienced significant changes in leadership and staff. While some staff members have transitioned to other opportunities, we also await the arrival of new hires, anticipating how their contributions will shape our future work in the upcoming months.

We have shifted the roles and responsibilities of team members and redistributed work activities to support new projects like the Richmond Resilience (RRI) and Network2Work.





Executive Summary



It was months ago when we were unsure if we could sustain our staff another year due to challenges in grant funding. However, our team turned around the outcome as we pulled together to correct outstanding reporting, reconciled reimbursements, and showcased our accomplishments. We also implemented a culture of 360 transparency where we renewed our commitment to improving communication with internal and external stakeholders.

Gratefully, FY20-21 has been a year of notable accomplishments and service. We received \$95,000 in funding to support our Cybersecurity career pathway. We helped design the curriculum for other training classes through our partnership with the Community College Workforce Alliance (CCWA), advancing our efforts of preparing participants to compete for in-demand careers. We partnered with the Richmond and Atlanta Federal Reserve Bank to develop the Cliff Effect Tool, an apparatus that measures stability for families navigating poverty. In conjunction with the Robins Foundation, OCWB helped over 150 families by distributing \$500,000 in emergency crisis funds through the Family Crisis Fund.

OCWB's successes can be felt through the narratives of our participants. Some have become first-time homeowners, moved out of public housing with their families, secured positions after extended periods of unemployment, discovered new passions and careers. We also partnered with the Ambassadors to further our outreach to community members impacted by the digital divide.





Executive Summary



There is no doubt that the work we do at OCWB is hard as it mirrors the complexity of the systemic poverty we are trying to navigate for the communities we serve. With each program, service, or initiative offered, we hope to move one more person, one more family along the continuum from crisis to thriving. At OCWB, we embrace and echo our mantra this year, **“Watch Us Work!”**

The following presentation is an overview of our mission, vision, strategy, successes, participant and partner highlights from FY20-21 and grant performance outcomes for the 1st quarter and October of 2021.





Office of Community Wealth Building

An Overview



Navigating the Pandemic: Our Year in Review 2021





Office of Community Wealth Building

- Unique organization; first of its kind in the nation.
- Mayor's commissioned department that addresses systemic poverty in the City.



Our Mission

We facilitate equitable solutions to reduce the impact of poverty and enhance wealth development opportunities for vulnerable populations in the City of Richmond.

Our Vision

A thriving community where all citizens have equitable access to opportunities that build wealth and well-being throughout their lives.





Office of Community Wealth Building



Our Strategy

OCWB recognizes that poverty is a complex problem; the impact of which can be alleviated [to some extent] through a portfolio of innovative policies and community-focused initiatives.

Our strategy is creative, collaborative and sets the stage for problem-solving efforts at the local, federal and state levels.





Office of Community Wealth Building

Our Strategy includes:



Being **Community Centric**

Centering the concerns and needs of the community and engaging community partners more deeply during program planning.



Maintaining **Quality Service Delivery**

Sustaining commitment to tracking and reporting on successes or opportunities for improvement.



Facilitating **Wealth Building Opportunities**

Supporting entrepreneurial projects, exploring social enterprise solutions and promoting financial well-being.



Taking a **Two-Generation Approach**

Creating programs and supporting workforce activities that help strengthen families.



Effecting **Systems Transformation**

Helping to shape social and economic policy and advocating to change those policies that are inequitable for the City's most impacted residents.





OCWB Programs & Services 2021 Highlights + Updates



Navigating the Pandemic: Our Year in Review 2021

OCWB Programs & Services

Building Lives to Independence and Self-Sufficiency (BLISS)

BLISS is a unique workforce program model that provides intensive case management for over 18-24 months. BLISS helps the entire family climb the Crisis-to-Thriving Ladder instead of just the individual.

Program success: Fostered the stabilization of more than 40 families.

Participants have obtained jobs, completed school and training programs, and moved out of public housing. Some have even purchased homes with the skills they gained by participating in BLISS.



You have to be patient with this process. I was new to Richmond with two kids. BLISS helped me find a job as a paralegal. Now I am on track to finish my Bachelor's Degree.

-Jessica Rodriguez, former BLISS participant (pictured above with two children.

2021 Highlights



BLISS Program Manager, Sandra Smith, was featured for her personal experience with poverty and her work with families in the Emmy award-winning PBS documentary, HEARD. The documentary captures the inspiring stories of five people who grew up in “public housing” surviving and thriving in spite of, and often because of the challenges they've had to overcome. Now they're giving back to their home communities, trying to make a better life for those who come behind (PBS.org, 2021).



OCWB Programs & Services

Career Stations

OCWB has three career stations and multiple satellite locations serving Richmond residents. Career Stations have a resource center with technology (computers and printers). Barrier Navigators are available for individualized career planning at the stations. The team engages employers, organizations, and schools to offer job skills training and supportive services.

Program success: Participants complete the Career Station program with better paying jobs, credentials, etc. OCWB Career Stations serves as an average of 15,000 Richmond residents.

2021 Highlights

Expanding Accessibility of Workforce/Supportive Services

OCWB partnered with city and state agencies to make services accessible in the community. Barrier Navigators are located in local library branches. DMV's community mobile unit comes to the Career Station at East End to serve local community members.





OCWB Programs & Services

CAREER STATION DECEMBER UPDATES



OCWB Library Collaboration

Barrier Navigators have been located inside four library branches within the City of Richmond: Broad Rock, East End, Franklin Street (Main Library), North Avenue since October 26, 2021 to expand outreach efforts to the city's most impacted citizens.

#Engaged - 31

#Enrolled (Fast-Tracked) – 13

OCWB and Richmond Adult Technical Center (RATC) Information Session

November 29, 2021 @ 6:45 – 8:00 pm

New Job Order

Career Stations partnered with Virginia Employment Commission (VEC) to fill a job order for 85 Full-Time Customer Service Associate positions for \$19.00/hour w/benefits.

OCWB and Department of Public Works (DPW)

3 DPW employees were fast-tracked on November 23, 2021

Richmond Sheriff's Office Collaboration

MOU was signed for OCWB to connect with returning citizens before release.

The goal is to get more returning citizens enrolled in workforce programs to help impact recidivism rates.





OCWB Programs & Services

CAREER STATION DECEMBER UPDATES

Miscellaneous Enrollments

- Three 3 OCWB Ambassadors were enrolled and fast-tracked during November 2021
- Four participants dual-enrolled in OCWB Career Stations in November

Training Activities

- Eight individuals completed ServSafe training through CCWA at J. Sargeant Reynolds
- One individual completed work experience training
- Eight individuals are enrolled in CyberSecurity
- OCWB had seven participants to complete Solar Panel Training successfully during November
- OCWB currently has 17 participants enrolled at Richmond Adult Technical Center (RATC) who will complete training in various vocational trade areas
- OCWB had two participants complete the 72-Hour Peer Recovery Specialist training with Virginia Department of Behavioral Health and Developmental Services (DBHDS) in November
- OCWB had ten participants to complete CDL training from October 9 – November 13

Upcoming Training Activities

Forklift Training class – scheduled for December 2021

OSHA 10 Training class – scheduled for December 2021

Heating, Ventilation and Air Conditioning – scheduled for December 2021





OCWB Programs & Services

INTEGRATED SERVICES

Integrated Services engages employers, organizations, and partners to support demand needs for employment. Work experiences, J&G Construction, Department of Public Works (DPW), Department of Public Utilities (DPU) and Department of Parks and Recreation and Community Facilities, Department of Labor and Industry apprenticeships, career pathway training, data management, and quality assurance are also provided through this unit. Network2Work RVA (Employer/Participant platform) in partnership with the Regional Workforce Coalition. The Integrated Services Team also is responsible for our community outreach efforts.

Program success: OCWB provided training to participants in solar power construction to support the City's RVA Green 2020 plan for sustainability. In partnership with CCWA and The Kitchens @ J. Sargeant Reynolds, we provided Remarkable Service/ServSafe Certification (five graduates) and with CW Consulting Group, we provided carpentry (six graduates) and HVAC certifications. Integrated Services is working in partnership with Activation Capital on an advanced pharmaceutical certification initiative.



OCWB Programs & Services

INTEGRATED SERVICES

2021 Highlights

On October 29, 2021 the OCWB Business Services team facilitated a virtual regional business forum to assist area businesses in understanding and accessing workforce development services. The presentations included information about the Virginia Bonding and Living Certification programs.

Integrated Services implemented the Reverse Referral Form for staffing agencies to help clients who could not secure employment through their staffing agency. This process allows their clients to be referred to OCWB's workforce program, where they would have access to intensive services (career planning with a Barrier Navigator).

Community Outreach

OCWB collaborated with Richmond Redevelopment Housing Authority (RRHA) to organize community walks in all six public housing communities. This gave RRHA, Richmond Public Schools and the Richmond Police Department an opportunity to engage community residents and address some of their issues with immediate resources.



Community walks in
Richmond's public housing
communities



OCWB Programs & Services

INTEGRATED SERVICES

OCWB is exploring a partnership with local organization RVA Street Foodies to facilitate a Workforce Development/Urban Social Enterprise model that would serve as a case study for the following anticipated outcomes:



- Increased collaborative economic investment in healthy and affordable mobile food supply chain
- Increased investment in local Urban Social Enterprise businesses
- Increased resources for community wealth building through trade and franchise business development
- Increased access to healthy and affordable food
- Increased number of local, living wage jobs
- Improved financial stability of community partners
- Reduction in obesity and diabetes incident rates
- Reduction of health disparities within community





OCWB Programs & Services



Mayor's Youth Academy (MYA)

Launched in 2010, MYA is OCWB's oldest program. In MYA, youth are exposed to career and leadership development and training. Summer Youth Employment Program hires > 100 youth each summer and places them in paid internships with local companies. Some of our host internships include placements with the following local companies:



The Future Leader's Council is a youth-led advocacy group where students earn a modest stipend and learn about civic issues, policy development and more.

Program success: During the pandemic, OCWB was able to keep students employed through a Virtual Earn and Learn model. Students attended mentor-led sessions and earned Microsoft certifications.





OCWB Programs & Services

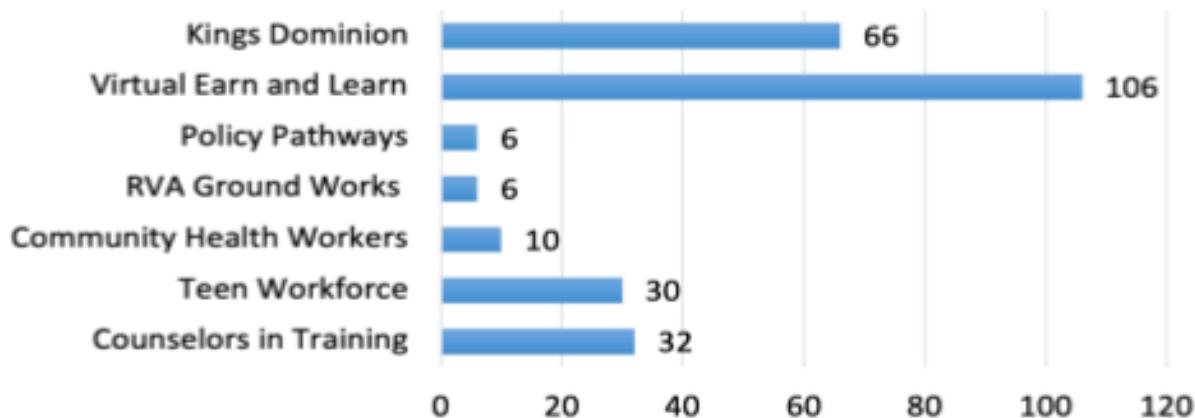
MYA IMPACT : JUNE – SEPTEMBER 2021

Total # of Applicants = 394

Total # of Participants = 256



Participants





OCWB Programs & Services

Mayor's Youth Academy (MYA)



2021 Highlights

Community Health Worker Program

The Community Health Worker (CHW) Certification is a partnership between the Mayor's Youth Academy (MYA) and the Richmond City Health District. The Community Health Worker Certification is being offered for the first time to youth. This is a 180-hour training program offered for FREE through Richmond City Health District that will be provided to 10 youth from Richmond. The Community Health Workers in-training (CHWit) will gain an understanding of the CHW role, enhance employable CHW skills, learn foundational concepts in community health and health promotion, apply preventive health knowledge, practice outreach and advocacy skills in the community, and connect directly with many local agencies and services. Youth who are selected to participate are paid on an hourly basis for the duration of the program. The training places primary emphasis on training CHW's to serve as valuable members of care teams and as system and community navigators.

MYA received a total of forty-three applications for the program. Ten youth were selected to participate and represented six different high schools from the City of Richmond. All participants indicated that they are interested in pursuing a career in either health, social work, or human services. MYA is excited to have an opportunity to partner with Richmond City Health District and provide youth with income and professional development.





OCWB Programs & Services

Mayor's Youth Academy (MYA)

2021 Highlights

Virtual Earn and Learn Program

Our six-week (July 6 - August 12) paid Summer Employment Program exposed youth to various career paths. They also had the opportunity to develop their employability skills, improve interpersonal skills and receive personal and professional development. In the Virtual Earn and Learn program, 16–19-year-old participants interested in career training, personal and professional development receive training from Professional and Personal Brand Experts, Lenore Coaching Group. Students earned \$500 - \$750, depending on their program completion.

Food Distribution

Youth volunteered with the City of Richmond Ambassadors to feed the elderly. Youth were able to make food boxes and deliver them to those in need.





OCWB Programs & Services

Mayor's Youth Academy (MYA)

2021 Highlights

The Care for Prevention Project

Representatives from the VCU's Health Communities met with the 2021-2022 cohort to discuss the project and the focus on violence reduction. This project seeks to identify promising youth violence prevention programs that focus on the individual, family or school-levels to reduce violence and poverty.

College Acceptances

High school seniors on Youth Council have received offers from multiple colleges and universities throughout the state, they have not made final decisions.



OCWB Programs & Services

MYA PROGRAM DECEMBER UPDATES

- The MYA team is in the initial planning stages for summer 2022. The goal is to offer in-person work experience and a small-scale virtual leadership academy for youth. MYA will be meeting with our partners (Parks & Rec, Kings Dominion, Richmond City Health District) in the upcoming months.
- Youth volunteered with the City of Richmond Ambassadors to feed the elderly. Youth were able to make food boxes and deliver them to those in need.
- We are getting ready to send out our 100-day check-in survey to youth who participated in the summer 2021 program. This gives us an idea of what they are doing, what their needs are, employment status, and support/programs/training we will offer, and graduation status.
- Partnering with Youth Justice in December to offer Career Readiness training for youth in their program.
- Seniors on Youth Council have received offers from multiple colleges and universities throughout the state, they have not made final decisions.





OCWB Programs & Services

MYA PROGRAM DECEMBER UPDATES

- MYA Youth Council 2021 – 2022 cohort continues to meet bi-weekly, using a hybrid (virtual & in-person) platform. During the Council's last meeting youth partnered with VCU's Health Communities for youth project to select the communities that will participate in the Care for Prevention project.

The Care for Prevention Project

Representatives from the VCU's Health Communities met with the 2021-2022 cohort to discuss the project and the focus on violence reduction. This project seeks to identify promising youth violence prevention programs that focus on the individual, family or school-levels to reduce violence and poverty.

- MYA participated in the 2021 Armstrong –Walker Classic Parade on November 27 during Thanksgiving break.
- MYA will partner with Founder's Mark as an OCWB's Social Enterprise initiative to offer the youth a 15 week Entrepreneurial workshop entitled "Launch It." Ten to twelve youth will have the opportunity to learn business basics marketing, product development and begin planning the foundations for their own business venture.





MYA PROGRAM UPDATES

Marketing for the Launch It Program



ARE YOU AN RPS HIGH SCHOOL STUDENT INTERESTED IN STARTING A BUSINESS?

MYA PARTNERS WITH FOUNDER'S MARK TO OFFER THE

LAUNCH IT PROGRAM

An Afterschool Opportunity for the Aspiring Entrepreneur



Learn the basics of business:
finance, marketing, product development and sales.

DEADLINE: DECEMBER 17TH, 2021
15-Weeks / Every Tuesday starting January 10th, 2022



For Application

- ✓ Meet Entrepreneur Mentors
- ✓ Develop your brand identity:
- ✓ Logo creation
- ✓ Create a business plan
- ✓ Showcase your product or service to the community

CALL 804.646.7933 or
EMAIL: mayorsyouthacademy@richmondgov.com





OCWB Programs & Services

Richmond Resilience Initiative (RRI)

In partnership with the Mayor and the Robins Foundation, OCWB launched this guaranteed income pilot program for working families who do not qualify for benefit assistance, but no longer make a living wage. Families receive \$500/month for 24 months. Currently, the program is hosting 18 families; 45 additional families will be added by mid-January.



2021 Highlights

OCWB began to meet with the RRI Regional Taskforce to begin discussing best practices. The taskforce consists of other cities in Virginia: Alexandria, Arlington, and Fairfax. Those cities are in talks to OCWB to learn about our program design.

OCWB's RRI internal team is working to complete the final draft of the RRI Report, due by January 2022 that will be released to the public-at-large. OCWB's RRI team is working with Sam Swartzkopf, Director of Public Information and Engagement on a project to have a panel discussion with Mayor Stoney and four of the current RRI Participants around the participant's progress in the program.





OCWB Programs & Services



RICHMOND RESILIENCE INITIATIVE (RRI) DECEMBER UPDATES

- OCWB's RRI internal team is working to complete the final draft of the RRI Report, due by January 2022 that will be released to the public-at-large.
- OCWB's RRI team is working with Sam Swartzkopf, Director of Public Information and Engagement on a project to have a panel discussion with Mayor Stoney and four of the current RRI Participants around the participant's progress in the program.
- OCWB RRI team is discussing the recruitment strategy and criteria for the next 45 new enrollees. The target date is late January to early February as their initial start date.



OCWB Programs & Services

Living Wage Certification Program

The Living Wage Certification launched in 2017 in partnership with the Virginia Interfaith Center for Public Policy (VICPP). This program encourages businesses to pay a living wage and advocates for increasing the minimum wage. Currently the program is recertifying businesses and recruiting new entities to join as we look to expand this effort by creating a Living Wage Virginia program.

Program success: As a result of this collaboration, the minimum wage was increased to \$9.50/hour in May 2021 and will go up to \$11.00 in January 2022.



OCWB Programs & Services

The Giving Wall

The Giving Wall is a digital platform that connects people living beneath the poverty line and their urgent needs to members of our community who want to help. It is a collaboration with Mindful Mornings, the EnRichmond Foundation and the City of Richmond's Office of Community Wealth Building.

Program success: Since its launch in 2018, the Giving Wall has served 448 individuals or families and raised \$94,452.50





Office of Community Wealth Building

Narratives and Storytelling

2021



Narratives and Storytelling

In 2021, OCWB focused on amplifying the stories of adults and youth who come through our programs. We also are highlighting the work of our very own team.

Stories that Inspire Us

Adult participants who are enrolled with OCWB Career Stations. These narratives demonstrate how our participants are moving along the ladder from crisis to thriving. Typically these stories may include: new employment, pay raises, credentials earned, and degrees earned. In addition, some of the stories show how individuals have moved out of public housing. Three of our participants have become homeowners.

Shining Stars

Richmond Public School youth who participated in the Mayor's Youth Academy. These stories focus on student activities, academic achievement, and civic involvement.

Watch Us Work

We are excited about highlighting the work and accomplishments of our staff through this new series launched in 2021.





OCWB Programs & Services

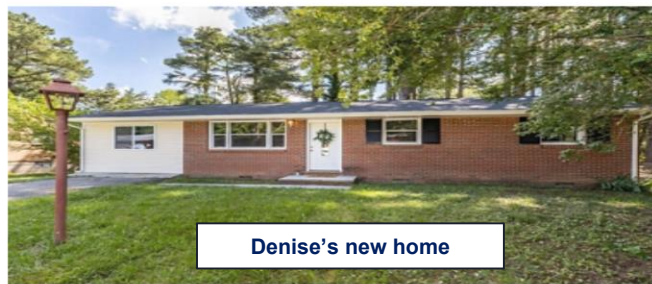
Stories that Inspire Us

Denise Whitehurst-Banks is a New Homeowner

New Home Owner, New Human Resources Professional

Denise Whitehurst-Banks is thriving! She is a three-year participant at the Office of Community Wealth Building's Career Station. Denise is a single parent of three children who has utilized the OCWB thriving model to increase her training skills and obtain valuable employment. She received several credentials through our programs: OSHA and Forklift. Denise also earned an Associate degree in Human Services from SUNY Ulster Community College.

Ms. Banks achieved a milestone in her life by becoming a first-time homeowner in August 2021. Indeed, this has been a huge accomplishment for her and her three children, who have lived in public housing for three years. Denise has budgeted, paid off collection accounts, fed her family, and worked multiple jobs to purchase her first home. Today, Denise works as a Human Resources Manager for a life insurance company in Richmond, Virginia.



Denise's new home



Denise Whitehurst-Banks





OCWB Programs & Services

Stories that Inspire Us

Jerell Bland is Smashing Life Goals

New CDL Driver, New Home Owner, Newly Married

Jerell Bland became a participant in OCWB's workforce program three years ago, but it wasn't an easy beginning. At first, he was a young man, set in his ways, who had a few commitments to fulfill before his Barrier Navigator would allow him to start taking classes. Jerell was given thirty days to turn things around.

Finally, after the thirty-day window, Jerell returned, prepared to begin the ten-week Certified Driver's License (CDL) training program at John Tyler Community College. He was employed as a Warehouse Inventory Specialist, making \$29,000 at \$15.10 /hour for a local food distribution company and desired an increased sense of financial stability.

After Jerell completed his CDL training, he secured a truck driver position in Southern Virginia. Today, he earns approximately \$38.50/hour or \$1541/week. Jerell is projected to earn \$74,000 by December 2021.

Since coming through our doors, Jerell has moved out of his parent's house, became a newlywed, and built a new home. Mr. Bland will be a featured guest speaker for OCWB's Workplace Excellence series at our Career Stations in the very near future. He has his sights on buying a truck and opening a hauling business by 2023. ***"I couldn't have done it without OCWB."***



The Bland's new residence



Mr. and Mrs. Bland on their wedding day.



Jerell's truck





OCWB Programs & Services

Stories that Inspire Us

Angela Long is an Ambassador of Hope

Aspiring Childcare Leader

Angela has been a participant with the OCWB Career Station at East End since 2018. She is a single mother of four daughters and raising three nieces. Angela came to the program with a background in childcare, massage therapy, and customer service. However, she was seeking help to develop an individualized career plan that could help her accomplish her goals of advancing in her field and earning more income.

During her time at the Career Station, Angela has honed her soft skills. She attended the mock interviewing and resume writing workshops. Through the program, Angela was able to secure employment at a local university daycare - where she worked for nearly eighteen months before the onset of the pandemic.

Angela renewed her CPR/AED Training and took a customer service certification class at J. Sergeant Reynolds. She will complete her coursework to receive an Infant/Toddler teacher's license in four months. One of Angela's long-term goals is to become a childcare administrator.

"I love coming to the Career Stations. I was kind of sad during the pandemic when we had to go virtual because I really enjoy coming to the resource center to visit my Barrier Navigator—they helped me so much. I keep coming back for more training and more information. Everything is open to you—you just have to put in the effort," says Angela



Angela at the Career Station at East End





OCWB Programs & Services

Stories that Inspire Us

Charletta Byrance is on the Move

Certified Medical Assistant, Private Caterer

When Charletta began with the workforce Career Stations in 2018, she described herself as fearful and confused.

Although she had strong professional work experience as a Certified Medical Assistant, Charletta could not secure employment in her field because her license to practice had lapsed. Charletta had a choice between taking the exam again or going to work as a Certified Nursing Aide (CNA).

Charletta started working as a CNA, but wasn't happy. She realized she no longer wanted to do the kind of work that brought wear and tear to her body. Charletta wanted to remain in the medical field and decided to return to the Certified Medical Assistant track. *"I wanted more,"* offers Charletta.

In the OCWB's workforce program, Charletta attended resume and interview workshops. She took advantage of the one-on-one career planning services with her Barrier Navigator. Charletta re-enrolled in a hybrid CMA class at J. Sargeant Reynolds during the pandemic studied and passed her certification test in December of 2020. Charletta also dual-enrolled in ReWork, OCWB's partner organization, and with their assistance, landed a CMA position at a local university hospital in April 2021, starting at \$17.00, a \$4.00 increase from what she earned as a CNA. After working on her job for three months, Charletta saved the money she earned from opening a private catering business, worked on her credit, and moved out of public housing into a two-bedroom apartment with her daughter, Treasure.



One of Charletta's delicious creations



Charletta and her daughter Treasure



Charletta is a featured speaker





OCWB Programs & Services

Stories Inspire Us

Pansy Arrington's Persistence

Certified Medical Assistant

Aspiring Medical Billing and Coding Specialist

Pansy Arrington enrolled in OCWB's Career Stations in 2018. She did not have permanent employment and earned a living selling virgin and human hair extensions. Pansy heard about a workforce program from her friends receiving OSHA and Forklift Training. So, Pansy also decided to enrol as well.

First, Pansy enrolled in medical billing and coding. Then, she decided she wanted more hands-on experience and took a hybrid Certified Medical Assistant night class at John Tyler Community College and J. Sargeant Reynolds during the height of the pandemic. OCWB helped her with transportation. Her Barrier Navigator ensured she had transportation to get to class and the internet to complete class assignments. Pansy would come into the resource center to use the computers and look for jobs every day for accountability. She attended mock interviews and resume writing workshops.

Finally, with no experience and after passing the CMA exam, Pansy was hired making \$17.00/hr. for a local university hospital with the help of OCWB's partner organization, ReWork. Today, she gives COVID vaccines, takes vital signs and assists doctors with filling prescriptions. Pansy's long-term goal is to become an Independent Medical Billing and Coding Specialist where she can earn a living through her own company. In nine months, she will apply for other medical programs to strengthen her nursing skills.

Pansy grew up in public housing, moved out of state, and came back to public housing where she has been living for the last three years with her daughter. Recently, she saved enough money to move into a three bedroom, two bathroom apartment with her daughter. ***"I wanted to be a good role model for my eighteen year-old daughter who just graduated from high school and has also become a CMA."***



Pansy in front of her work building





OCWB Programs & Services

Stories Inspire Us

Narayan Hurt: From 18 Years of Confinement to a Future of Joy and Success

Certified Truck Driver / Pipefitter / Peer Recovery Specialist

His smile lights up a room. Narayan is an inspiration to so many. He is a returning citizen who served a twenty-year sentence. Narayan completed his General Education Diploma and became a training coordinator for other inmates during his time away.

Since his release in 2018, Narayan enrolled in the Office of Community Wealth Building's workforce program. He has earned his Commercial Driver's License Class A, where he works for a local utility company. Narayan began his career journey earning \$9.00 an hour. Narayan earns over \$20.00 an hour with three raises, owns a car, and rents his own place. Since onboarding with his current employer, Narayan has received a 200% wage increase.

Narayan attributes his success to the support he received from family, friends, his Barrier Navigator and the Career Stations at OCWB. He has become one of the program's strongest advocates as he refers many people from the community to our program to begin their own career journey.

Narayan's next step is entrepreneurship. He is excited about the possibility of working for himself. Narayan loves working with people and wants to become a life coach. He enjoys reading, spending time with family, exercising, and learning how to cook in his spare time. He recently completed classes to become a Peer Recovery Specialist and studied with classmates to prepare for the state certification exam.





OCWB Programs & Services

Shining Stars

Asia Dudley is Making History

Exemplary Student and Historical Narrator

Asia Dudley is a high school student in Richmond Public Schools, a former Mayor's Youth Academy participant, and a current Youth Council member making a great impact! Ms. Dudley's voice was chosen to narrate a segment on the Monumental Conversations App.

Monumental Conversations is a virtual reality walking tour that tells the untold historical stories of Black resilience in Richmond.

The Monumental Conversations app was a collaborative innovation between RPS, various Richmond museums, local community members, and RPS students, who helped design the app. If you download the app and take a virtual tour down Arthur Ashe Blvd. and Monument Ave., where the statues once stood, you can hear Asia.



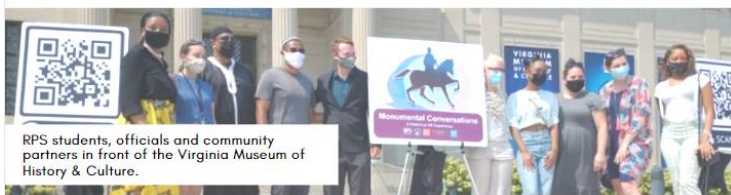
Asia Dudley



Asia and RPS Superintendent, Jason Kamras



Asia and her mom, Sheila try the app at the Virginia Museum of History & Culture.



RPS students, officials and community partners in front of the Virginia Museum of History & Culture.





Partner Highlights

2021





Partner Highlight

COMMUNITY COLLEGE WORKFORCE ALLIANCE

CCWA is a partnership between J. Sargeant Reynolds Community College and John Tyler Community College to serve the workforce and economic development needs of the region. They help the region's job seekers find the path that is best for them and earn the certifications of skills they need to succeed.

OCWB partners with CCWA to provide Career Station participants access to training classes. In 2021, OCWB and CCWA launched targeted training cohorts to promote credentialing in specific, in-demand industries like cybersecurity and health and medical professions.





Partner Highlight

RICHMOND PUBLIC LIBRARY

OCWB has partnered with Richmond Public Library (RPL) to offer workforce services at four branches around the City of Richmond. OCWB calls this initiative, *Career Stations in the Community*. As reported, OCWB has engaged 31 and enrolled 29 community residents since the launch of these events on October 29, 2021.

OCWB is working with Senior Librarian and Acting Branch Manager Benjamin Himmelfarb to coordinate the initiative. Himmelfarb sees this opportunity as another way to forward the library's mission of **informing, enriching, and empowering Richmond residents...by promoting information resources through a dedication to excellence and professional service.**"



“ Having OCWB work out of the public libraries means that while library staff are always helping patrons with their immediate, in-the-moment needs like filling out an application or setting up an email account, Barrier Navigators are on-hand to assist with training, education, and career counseling, which are longer-term services.

Having OCWB in the library regularly also means library staff can refer patrons to OCWB everyday, resulting in enrollment and services for the public. ”

Ben Himmelfarb
Senior Librarian/Acting Branch Manager – Main Library
Richmond Public Library





Partner Highlight

ReWORK

After confirming with OCWB that employment is one the fastest and most direct way to move families beyond the poverty line, ReWork established a unique public/private partnership between St. Peter's Episcopal Church in the East End, St. Stephen's Episcopal Church in the West End, OCWB, and Challenge Discovery Projects. Many of participants are dually-enrolled in OCWB to ensure strong outcomes of employment and stability (ReWork Richmond, 2021).

Their mission is to empower underemployed adults living in Richmond's East End to obtain the skills and necessary support to qualify for, and ultimately gain, thriving, living-wage careers.



ReWork
Richmond

Rethinking the path to meaningful employment.

“The work at OCWB and ReWork is incredibly crucial to dismantling the racial inequity in communities of Richmond's East End, particularly. Our program helps with more than employment. We also provide supports to remove the barriers that keep people from breaking generational cycles of poverty and that hinder them from building wealth.”

Diana Vasquez
Director of Employment and Member Services
ReWork Richmond





Partner Highlight

Many partners and service providers help us carry out our mission, including

Challenge Discovery
ChamberRVA
Commonwealth Attorney's Office
Department of Social Services (VA & COR)
City of Richmond Treasurer's Office
Drive to Work
EnRichmond Foundation
Federal Reserve Bank
Help Me Help You
Homeward
Housing Opportunities Made Equal
HumanKind
Minority Business Development

Metropolitan Business League
National League of Cities
Office on Children and Families
Office on Equity and Inclusion
Peter Paul Development Center
The Robins Foundation
ReWork
Salvation Army Boys & Girls Clubs
University of Richmond
Virginia Commonwealth University
Virginia Union University
Virginia State University
Virginia Department of Health





Grant Performance Outcomes





Grant Performance Outcomes Year-to-Date 2021

At the 90-day mark, OCWB is tracking to exceed all of the key performance indicators for the **RVA GPS Grant**.

1st Quarter Results (July - September 2021) RVA GPS Grant

Component	1st Quarter Ending 9/30/2021	
	Plan	Actual
# Participants Receiving Service	100	71
# Participants Receiving Training	25	50
# Employers Engaged	50	238
Average Hourly Starting Wage	\$11.00	\$14.99
# Jobs obtained with Benefits	25	25
# Progression on Crisis Ladder	25	11
# Participants Employed Full Time	25	48
# Participants in Work Experience	5	1
# Training Credentials Obtained	10	50
# Jobs obtained in Career Pathway	25	8





Grant Performance Outcomes Year-to-Date 2021

October 2021 RVA GPS Grant

Component	Month Ending 10/1/2021	
	Plan	Actual
# Participants Receiving Service	266	95
# Participants Receiving Training	33	63
# Employers Engaged	66	294
Average Hourly Starting Wage	\$11.00	\$17.29
# Jobs obtained with Benefits	33	32
# Progression on Crisis Ladder	33	18
# Participants Employed Full Time	33	63
# Participants in Work Experience	7	1
# Training Credentials Obtained	12	10
# Jobs obtained in Career Pathway	33	27





Grant Performance Outcomes Year-to-Date 2021

At the 90-Day Mark, OCWB is tracking to exceed all below are 1st Quarter Results (July – September 2021).

1st Quarter Results (July - September 2021) Sole Source Grant

Component	1st Quarter Ending 9/30/2021	
	Plan	Actual
# Workforce Services Provided	375	3885
# Virtual Sessions	375	129
# Participants in Soft Skills Training	150	9
# Participants in Occupational Training	\$75.00	\$45.00
# Participants in Home Ownership Coaching	4	0
# Participants in Fiscal Mgmt. Training	4	9
# Participants in Entrepreneurship Coaching	1	16
# Partners/Service Providers Engaged	10	152
# Businesses in Career Pathways Engaged	10	226
#Job Placements	10	48





Grant Performance Outcomes Year-to-Date 2021

October 2021 Sole Source Grant

Component	Month Ending 10/31/2021	
	Plan	Actual
# Workforce Services Provided	500	5056
# Virtual Sessions	500	207
# Participants in Soft Skills Training	200	16
# Participants in Occupational Training	100	51
# Participants in Home Ownership Coaching	6	3
# Participants in Fiscal Mgmt. Training	6	9
# Participants in Entrepreneurship Coaching	2	16
# Partners/Service Providers Engaged	15	36
# Businesses in Career Pathways Engaged	15	104
# Job Placements	15	63





What's on the Horizon **at OCWB?**





What's on the Horizon at OCWB?



RVA Women at Work (RWW)

- Black and Latinx women make up 60-70% of our program's caseload. OCWB is adjusting its program model to make workforce development services, especially in non-traditional career pathways, more accessible for Black and Latinx women in the City of Richmond; we also want to expand their access to higher-paying jobs in these careers.
- Women from single-parent households have reported limited childcare as the primary reason for not participating or completing workforce activities at OCWB Career Stations, where 80% of program services are administered, typically. With RWW, Barrier Navigators will bring services to the homes of participants.
- RWW will provide a compelling case study to model innovative workforce development strategies that can yield more significant impacts for vulnerable communities in the City of Richmond.

Increasing Accessibility

- OCWB in partnership with the Office of Multicultural Affairs (OMCA) is exploring ways of making supportive and workforce services more accessible





What's on the Horizon at OCWB?



Research

- OCWB has collaborated on the development of a tool that assesses an individual's stability along the journey from crisis to thriving in workforce development.
- We are in talks with a local university to engage social work interns that will test the reliability and validity of the stability measure tool.

Data Management System

- OCWB is researching and planning procurement of a new data management system that will capture critical information about participants, workflow and workforce activities.





Thank you Stay in Touch

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