



# WORKFORCE DEVELOPMENT PARTNERSHIPS

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# Expand Your Pipeline of Talent through Workforce Development Partnerships

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# Workforce Development

- Partnerships with 28 Community and Technical Colleges that offer apartment maintenance and leasing training using CAMT and NALP curricula
- Partnership with Goodwill Industries
  - Austin, San Antonio, Houston, Dallas, El Paso, Flagstaff, Atlanta, Arkansas, Winston-Salem
- Partnership with JVS (Jewish Vocational Services)
  - Los Angeles
- Pilot Program with Home Builder's Institute
  - Florida
- Partnership with DECA – high school and collegiate divisions



# Success Stories





# Success Stories



## STORIES OF SUCCESS



## “I am proud”

ABDEL SOW

AGE: 23

JOB STATUS: SERVICE TECHNICIAN, EQUITY RESIDENTIAL

“Every time I would go to a job interview, they said I needed more experience. I finished the [MI-BEST] program; now I have a good job ... And I am proud.”

Abdel Sow moved to the US from Ivory Coast in 2010. He struggled to maintain a well-paying job because he lacked critical job skills. He worked as a backroom associate at a national retailer and later took occasional construction jobs. But the construction company stopped calling; and Abdel needed to find a solution. After learning about the MI-BEST program, he enrolled in Montgomery College to become an apartment maintenance technician.

Today, Abdel earns \$17 an hour, plus benefits, as a Service Technician for Equity Residential.



# Success Stories



# How Can You Connect?

- Contact [sarahlevine@naahq.org](mailto:sarahlevine@naahq.org) to learn about opportunities in your area.
- Career fairs – host and/or attend
- Outreach to local high schools, community/technical colleges and community-based organizations
  - ▣ Internships
  - ▣ Guest speakers
  - ▣ Field trips
  - ▣ Training

# BE EPIC

 DECA

# High School and College Membership

215,000  
Members  
Annually



DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

#### WHO

**215,000**  
members

**5,300**  
chapters

DECA Inc. is a 501(c)(3) not-for-profit student organization. The United States Congress, the United States Department of Education and state and international departments of education authorize DECA's programs.

Research findings courtesy of the National Research Center for College and University Admissions. The sample included 22,897 high school DECA members at association career development conferences and was compared to data from more than one million students nationwide.



91% of DECA members report that DECA has influenced their future plans.



DECA members are seven times more likely to study business topics in college.



86% of DECA members report an A or B average.



DECA members are five times more likely to want to own their own business.

When selecting a career, DECA members are more likely to select a career in marketing, finance, hospitality or business management.

FUTURE MAJOR/CAREER PATH	DECA	NATIONAL
Accounting/Finance	8.4%	2.5%
Business Administration	14.5%	4.5%
Business - International	11.5%	1.5%
Business Owner/Entrepreneur	16.3%	3.9%
Fashion Merchandising	3.8%	2.3%
Hospitality/Resort Management	2.1%	0.4%
Marketing/Advertising	13.2%	1.3%
Sports Marketing/Management	5.3%	2.4%

#### WHAT

DECA extends the teaching and learning of National Curriculum Standards in four career clusters.



DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA prepares the next generation to be academically prepared, community oriented, professionally responsible, experienced leaders.

#### WHERE



MEMBERS

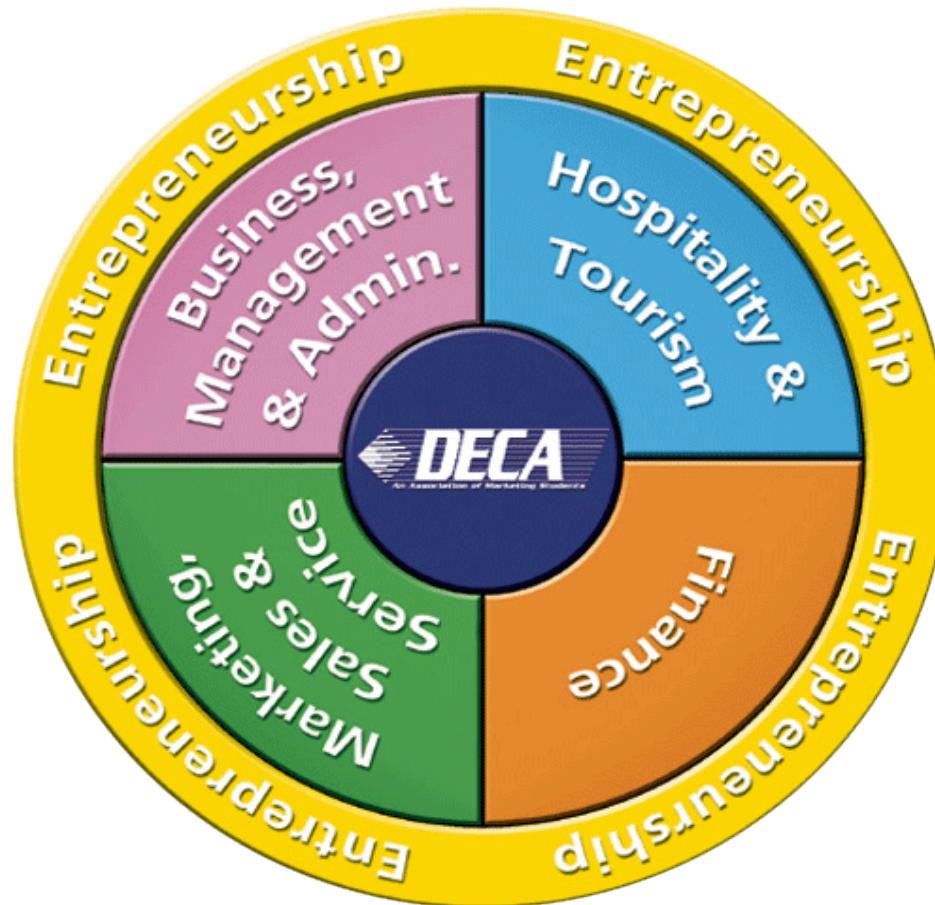
- ALASKA
- CHINA
- GERMANY
- GUAM
- HAWAII
- HONG KONG
- KOREA
- MANITOBA
- MEXICO
- ONTARIO
- PUERTO RICO
- QUEBEC

MEMBERS

- 10,000
- 1,500-10,000
- 1,000-1,500
- 250-1,000
- 100-250
- 100

LEARN MORE AT [DECA.ORG](http://DECA.ORG)

# Program Model





# Program Outcome



# Corporate Engagement

SAFEWAY

OtisSpunkmeyer



Finish Line



JOHNSON & WALES  
UNIVERSITY



H&R BLOCK  
DOLLARS & SENSE

FIDM

Marriott



PiperJaffray

MEN'S WEARHOUSE



ARMY STRONG

Gordmans  
*something unexpected*



VECTOR  
Marketing Corporation

HILTON  
WORLDWIDE

POSTNET

Publix



VECTOR  
Marketing Corporation

HILTON  
WORLDWIDE

POSTNET

Publix

# Attracting DECA Students to RPM

- Connect Marketing and Hospitality students to RPM careers
- Use NALP as a way for students to earn industry credentials and seek experience
- Qualified students complete NALP online modules and specially designed exam
- Schools connect with local affiliates and members for work-based learning opportunities



# Expand Your Pipeline of Talent Through Workforce Development Partnerships

Matt Osborn  
August 26, 2015



**HBI** is a **national leader** for career training in the building industry. With a job placement rate of 80 percent, HBI training programs consistently benefit our graduates, the communities where they live and work, and our nation.

# HBI BUILDS CAREERS

HBI prepares its students with the skills and experience they need for careers in the building industry through:

- Pre-apprenticeship training
- Job placement services
- Mentoring
- Certification programs
- Textbooks and curricula



# HBI SERVES

Among HBI's more than 13,000 students are:

- At-risk and underserved youth
- Veterans
- Ex-offenders
- Displaced workers
- Secondary and post-secondary students





# HBI TEACHES SKILLS

**HBI training programs teach skills across nine building trades, significantly increasing students' employment options once they graduate.**

- Brick Masonry
- Carpentry
- Electrical
- Facilities Maintenance
- Green Building/Weatherization
- Heating, Ventilation & Air Conditioning
- Landscaping
- Painting
- Plumbing





# HBI TRAINING PROGRAMS

- National in scope but locally implemented
- Customized to meet the workforce needs of communities
- Hands-on training in real work situations
- Based on recognized national skills standards

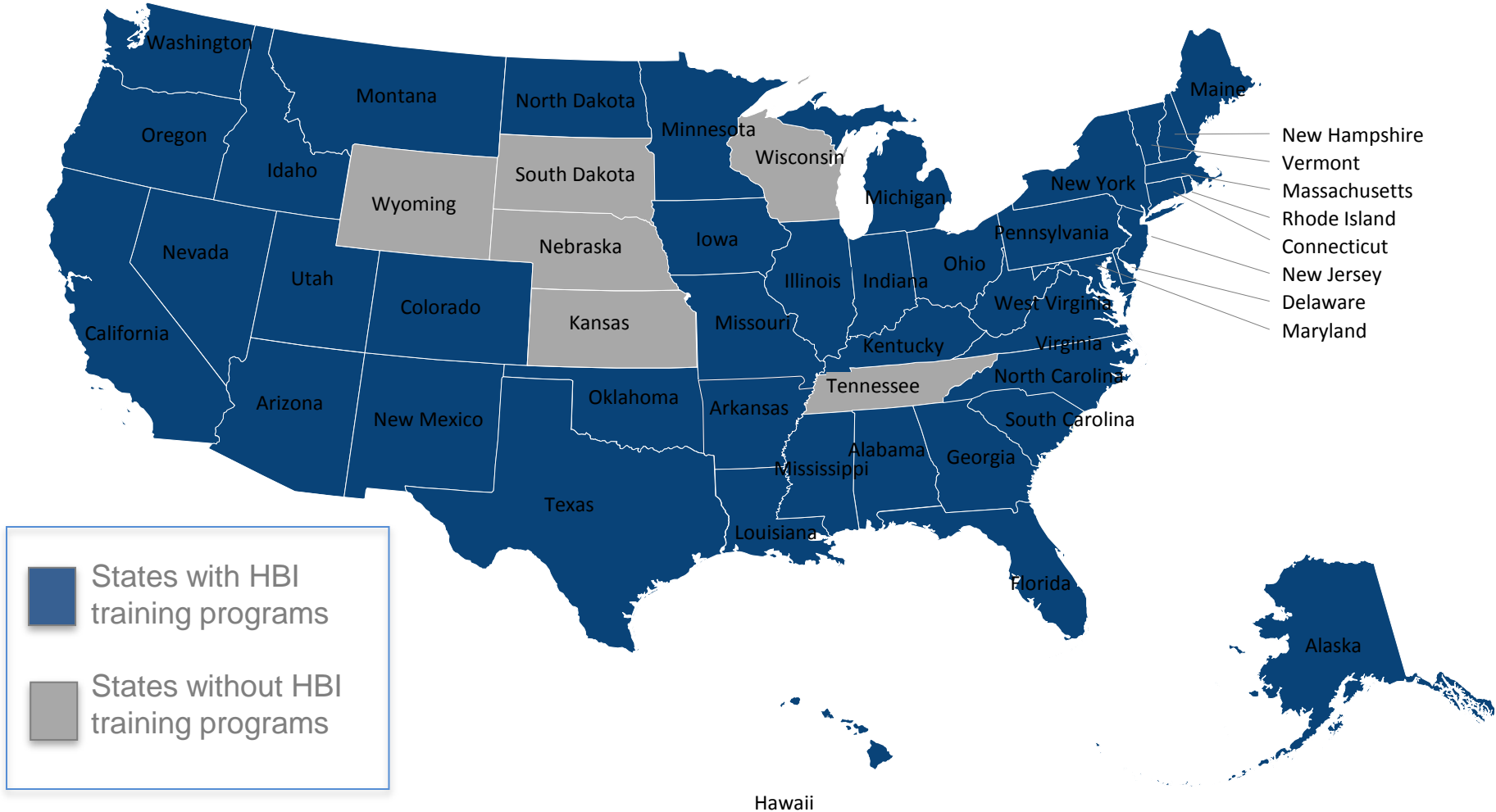


# THE HBI TEAM IS NATIONWIDE

- Instructors have at least **seven years experience** in their respective trades
- Regional managers ensure **program quality**
- Trained **career placement** coordinators assist graduates with job search
- Mentors guide students with education and **career goals**



# HBI TRAINS IN 44 STATES



# HBI PARTNERS

HBI facilitates partnerships that help build solid foundations for **economic development** and **employment growth** in communities.

These partners include:

- Federal, state and local governments
- Non-profit organizations
- School systems and workforce investment boards
- Corporations and small businesses
- State and local Home Builders Associations (HBAs)
- Unions
- Two- and four-year colleges and universities

# HBI PACT AND CAMT PILOT PROGRAM

- HBI & NAAEI partnered to align efforts for combined PACT and CAMT credentialing.
- A crosswalk between each organization's standards was done to identify gaps.
- Added 32 line items to PACT curriculum:
  - Facilities Maintenance
  - Carpentry
  - Electrical
  - Plumbing
  - HVAC
  - Landscaping
  - Appliance Repair
- Students receive a ***Provisional*** CAMT certificate after graduation.



# SELECTION PROCESS

- Applicants must attend a 2-week “Mental Toughness” session where they are evaluated on attendance, participation, attitude, and behavior.
- Top 37 are selected to participate in the 9-month program
- Students graduate with the following certifications:
  - PACT Core Certification
  - PACT Facilities Maintenance Certification
  - PACT Weatherization
  - Green Building Stamp
  - CAMT Provisional Certificate
  - OSHA 10
  - CPR and First-Aid
- Pilot Program has selected 6 individuals to pursue the CAMT certificate
- Implement CAMT training into **all** of HBI’s programs

# BAY AREA APARTMENT ASSOCIATION PARTNERSHIP

- HBI and the Bay Area Apartment Association partnering together
- Place graduates at an apartment community as a Maintenance Technician
- CAMT pilot includes 6 students
- After 12 months of employment, the graduates will meet all requirements for a full CAMT Certificate





# HBI PACT AND CAMT PILOT PROGRAM LESSONS LEARNED/BEST PRACTICES

- Blended curriculum includes appliances
- Additional testing after PACT
- Integrated local community projects to coincide with CAMT training
- Built a “CAMT Shed” to train on both CAMT and PACT curriculum
- Acquired donated appliances to furnish CAMT Shed





# THANK YOU

For more information on HBI training programs, please visit:

**HBI.org.**

