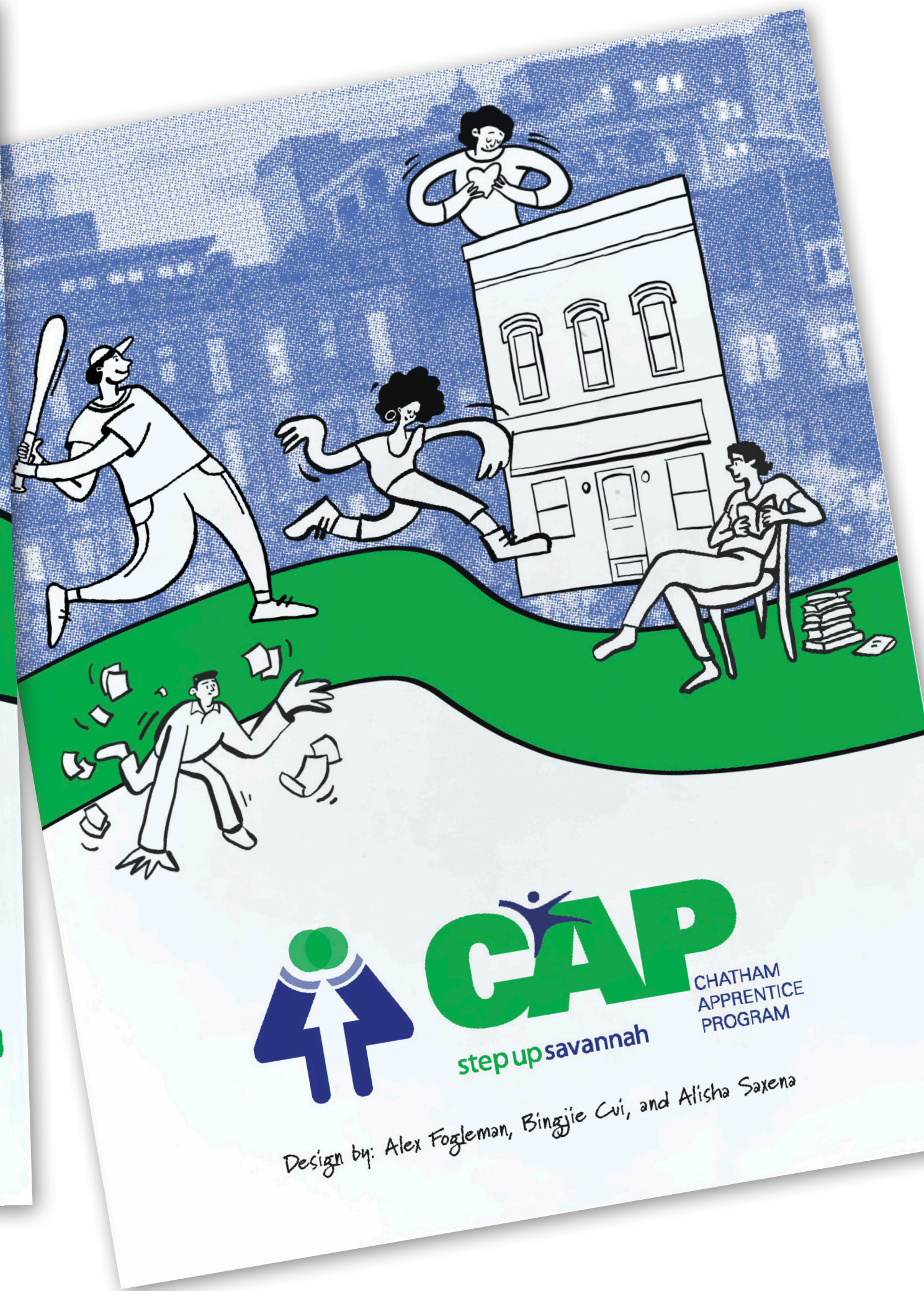
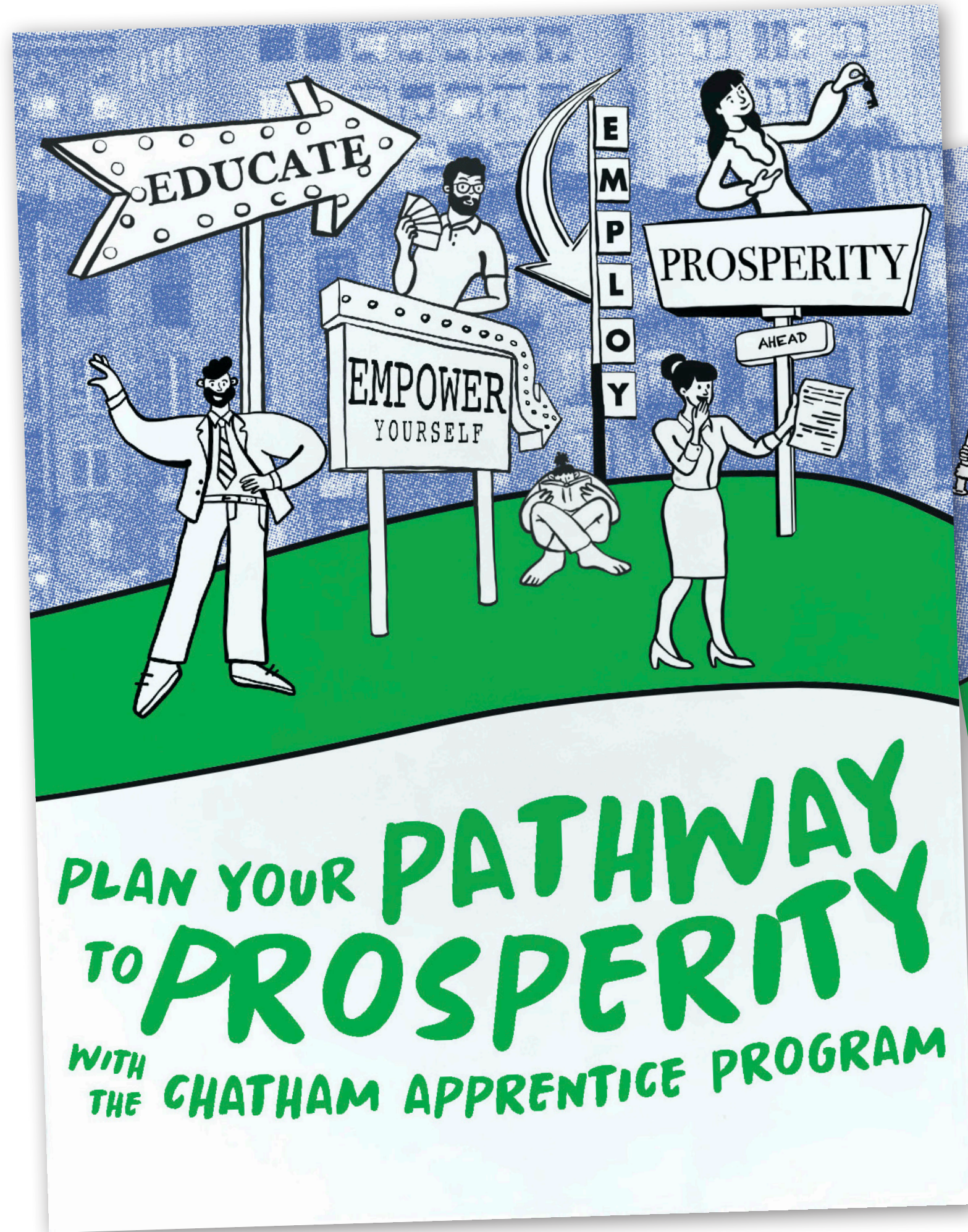


CHATHAM APPRENTICE PROGRAM

SCAD Project Proposal



MEET THE TEAM



Alisha Saxena

MFA Design for Sustainability



Alex Fogleman

MFA Design for Sustainability



Bingjie Cui

MUD Urban Design

EMERGING URBAN ISSUES

Understand **exclusion** and **inclusion** in urban design and policy

Investigate **the city as a specific power that reflects complex relationships** within the urban context

Awareness of the use of criticism as a means of approaching and evaluating urban design and development issues

Understand the complex relationships between history, culture, ecology, economics, politics and buildings of a city

LOCAL ORGANIZATION

Promotes **economic opportunity** and **financial security** in Chatham County, GA.

Established by group of **community leaders** in 2008.

Works specifically in **workforce development**, building wealth and advocacy & education.

Acts as a convener, attracts **outside resources**, adapts and creates **effective programs** and products, **trains neighborhood and nonprofit leaders**, and **advocates for policies** that will improve the lives of low-income families.



LOCAL ORGANIZATION

Workforce Development

Workforce readiness and vocational training programs:

- Chatham Apprentice Program
- Working Family Network
- Workforce Directory
- Work Supports

Building Wealth

Strategies that help families build wealth:

- Bank on Savannah
- Financial Education
- Free Income Tax Preparation:
- Access to Public Benefits
- Work Supports

Advocacy & Education

Focuses on local, regional and state issues:

- Workforce Development
- Adult Education
- Wealth Building
- Work supports
- Affordable Housing
- Predatory Lending
- Snap Benefits

CHATHAM APPRENTICE PROGRAM

Helps unemployed and underemployed **Chatham County residents** find or create **career paths** that offer family-sustaining wages and **opportunities for advancement**.

Session Covers:

- Resume writing
- Teamwork and conflict resolution
- How to present yourself to potential employers
- Personal budgeting
- How to build and repair your credit
- Basic math, reading, and language skills
- One-on-one coaching
- Job placement assistance
- Assistance with obtaining a forklift safety certification, a TWIC card, or other appropriate certifications
- Assistance with understanding and explaining criminal backgrounds, including record restrictions if possible



FREE Job Training

NEED A JOB? READY TO MAKE A CHANGE?

The Chatham Apprentice Program (CAP), helps unemployed and under-employed Chatham County residents find or create career paths sustaining wages and opportunities for advancement.

CAP
CHATHAM APPRENTICE PROGRAM
step upsavannah

SESSIONS COVER

- How to present yourself to potential employers
- Resume writing, teamwork, and conflict resolution
- Personal budgeting and how to build and repair your credit
- Basic math, reading, and language skills

You'll also receive

- One-on-one coaching
- Job placement assistance
- Assistance with obtaining a Forklift Safety Certificate, a TWIC Card, or other appropriate certifications
- Assistance with understanding and explaining criminal backgrounds

REGISTRATION

- Sept 7 and Sept 14
- 9AM
- Georgia Department of Labor

TRAINING DATES

- Sept 24 – Oct 18, 2018
- 9AM – 2PM
- Moses Jackson Advancement Center

CONTACT

- Mr. Edward Gresham
egresham@StepUpSavannah.org
- 912.401.0672
CapSavannah.org



step upsavannah

PRIMARY RESEARCH

Organization Interview Questions

Program Specific Questions:

1. How long has the Chatham Apprentice Program been in place/active?
2. What direction do you see the Apprentice Program going toward in the future? (Expansion?)
3. How do people come across the apprentice program? (word of mouth, poster, brochure, website?)
4. How have the people responded to the program? The ones who got trained are mostly successful?
5. Have you identified any problem areas/loopholes within the program thus far?
6. Is there any form of communication in person or through marketing that you think the information is not getting delivered as you expect it to?
7. What are characteristics you wanna highlight directly about this program?
8. Are there any potential criteria for participants there are some (listed questions regarding "income", "work authorization", "male/female" on the application form)-eligible participants- background requirement (education background, skills, interests)

Graphic Design Questions:

1. What would you identify as Step Up Savannah's visual language/style? (Fun, professional, minimal, etc.)
2. Do you guys have any examples of previous/current marketing/

PRIMARY RESEARCH

Interview

Alexandra Nicosias-Kopp

Community Collaborative Coordinator

Alicia Johnson

Interim Executive Director

Feedback:

- **Training individuals** who do not know or are not updated about the present skills required for a job.
- The **marketing of the program** usually happens through website, word of mouth, texting and social media.
- The class is **16 days** and is focused on soft **skill training** and the participants are given extended **help in finding job** after graduating from the program,
- The organization **works in partnership** with many other organizations for example HUGS, GA legal services, community credit counselling services and many more.
- They are currently trying to reintroduce a past successful program called the **Neighborhood Leadership Academy** in which participants are trained to become grass root leaders.
- The current loopholes that they are facing is to **have needs assessment** that helps them identify what the participant really need. The other is about **setting up another body** that looks into cases with **alcohol or substance abuse** etc.

PRIMARY RESEARCH

Participant Interview Questions

1. Can you please state your name, age and gender for the record?
2. Where do you currently reside?
3. Are you currently employed or not?
4. What would be your dream job?
5. What made you join the CAP program at Step Up? What are characteristics of CAP program you are most interested in currently?
6. How did you hear about the program?
7. How long have you been enrolled in the program? 4 weeks
8. What about the program has made you feel that you have gained something? What parts would you say have been difficult for you to understand within the program?
9. How would you define your journey within this program?
10. Where do you see yourself after graduating from this program? What do you think would best prepare you for staying organized/remembering what you learned after the course?
11. Will you recommend this program to your others? Why?
12. How do you evaluate the process of CAP program? Initial thoughts/Current thoughts/Are you satisfied?
13. Can you explain your journey in one sentence ?

PRIMARY RESEARCH

Interview

Marilyn Moore

Program Participant

- 57 years olds
- Lives in South Savannah
- Currently unemployed
- Graduated from CAP program

Tony Jefferson

Program Participant

- Graduated from CAP program
- Currently unemployed

Program Information:

- Get chance to meet with community leaders, employers, companies
- Community leaders and officials talk about employee rights
- Topic: nutrition program, community involvement, financial program, meeting skills and manners, workshops.
- Wellbeing treatment: psychology class, mental aspects

Thoughts:

- No one has any difficulties in understanding this program. Everyone is free to ask questions in class.
- Have some fun and interactive group work.
- Program keeps following up after your graduation. (interviews, feedback and by call interviews)
- Definitely recommend this to others



**I LEARNED HOW
TO TAKE CRITICISM
WITHOUT BEING
CRITICIZED.**

-Tony Jefferson

RESEARCH FINDINGS

Areas of Opportunity:

- The participants can be provided with supplements that can help them record their journey within the program to access their own growth.
- The participant are given the materials they studied and help for finding a job after graduation but they can be provided with materials that can enhance their journey after the program.
- Those who are still looking for more information regarding this program can get and learn more specific materials on others' journey.

RESEARCH FINDINGS

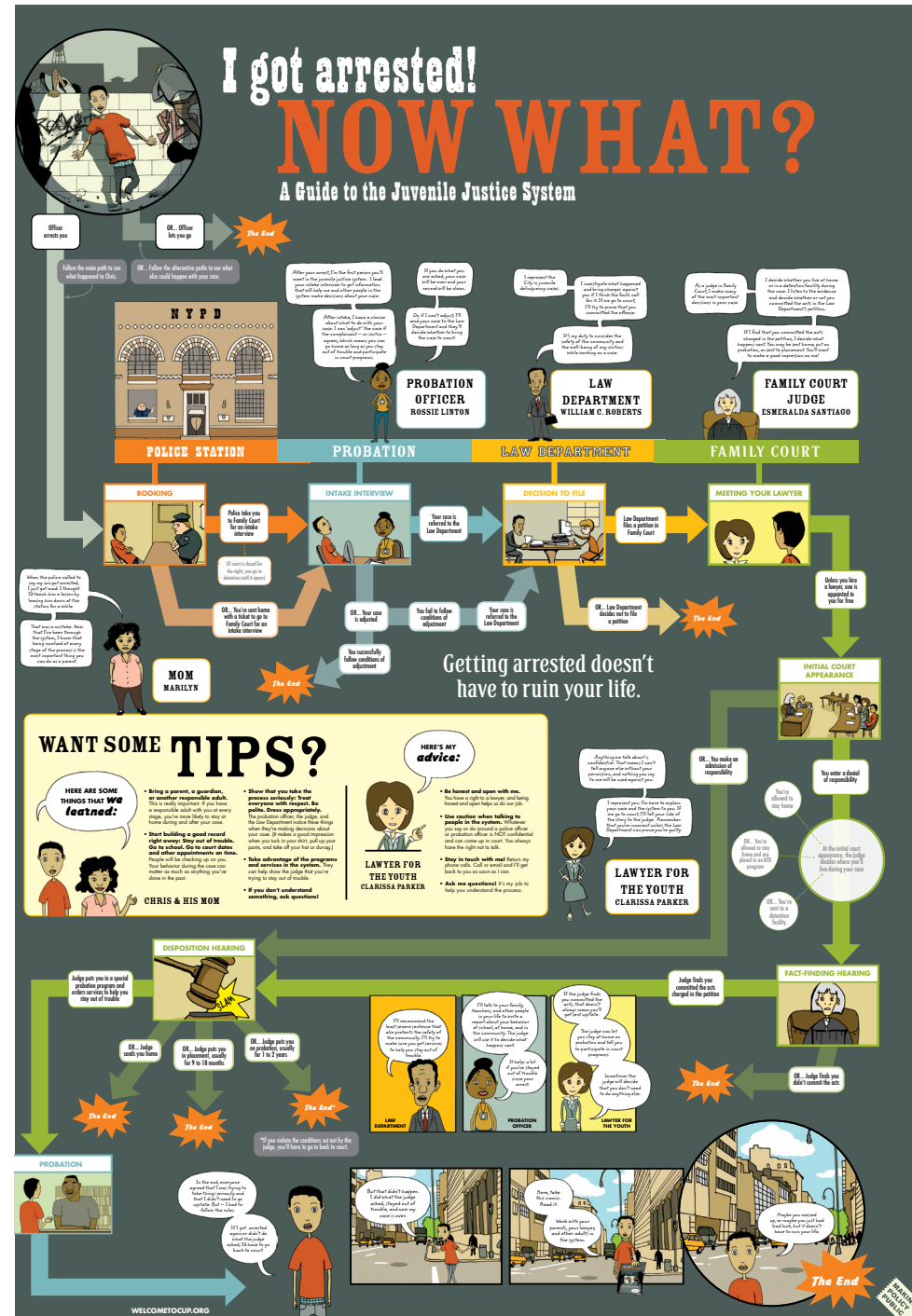
Assumptions:

- The participants are usually recommended by Georgia Department of Labor, in which case the marketing is not being able to reach as many people as it can digitally.
- Providing the help to find a job after graduation may just not be enough for the participants.

Main Takeaways:

- Being able to map the journey of each person will help the individuals understand their growth personally and the data collected can be used by the organization to lift up the students who are struggling by understanding the stage where they don't feel much confidence about themselves.

CASE STUDIES



IF YOU LIVE IN NYCHA, YOU HAVE THE RIGHT TO:

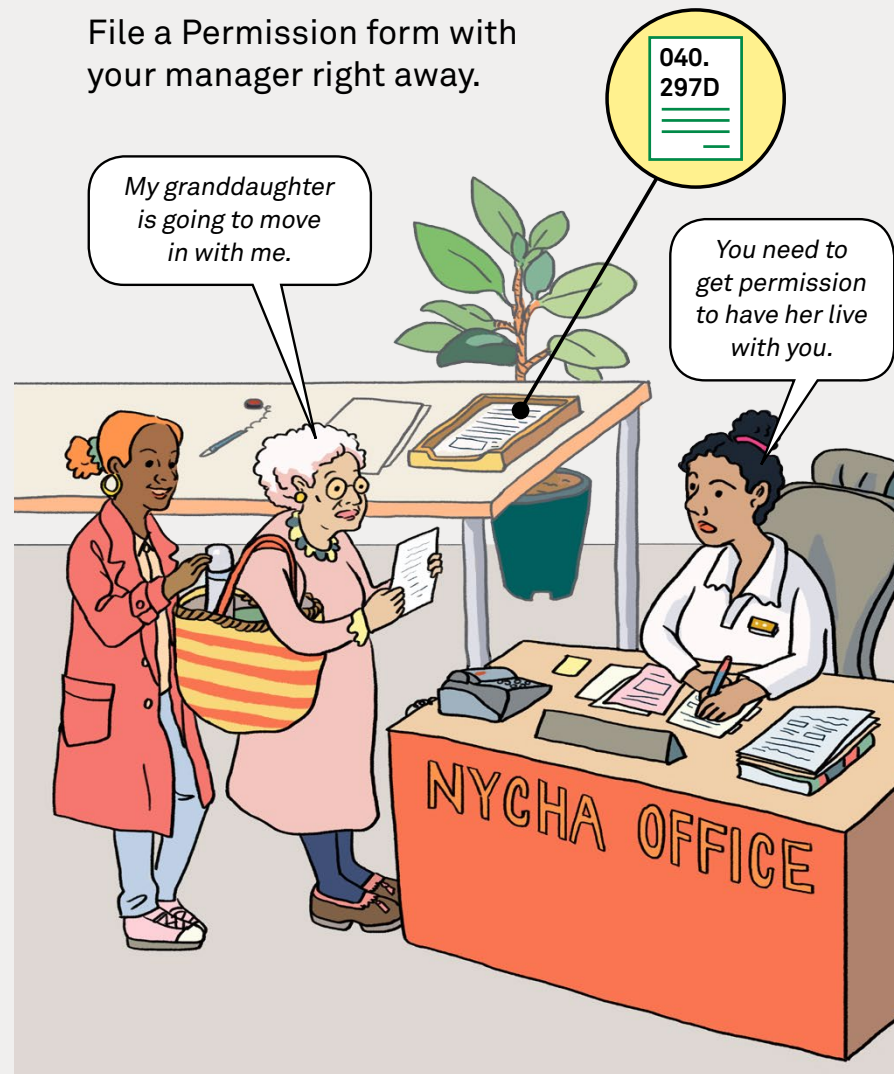
- Stay in your home until there is a final decision from Housing Court on your case.
- Bring an advocate or friend to any meeting with NYCHA.
- Review your tenant file. It may help your claim.

AND REMEMBER:

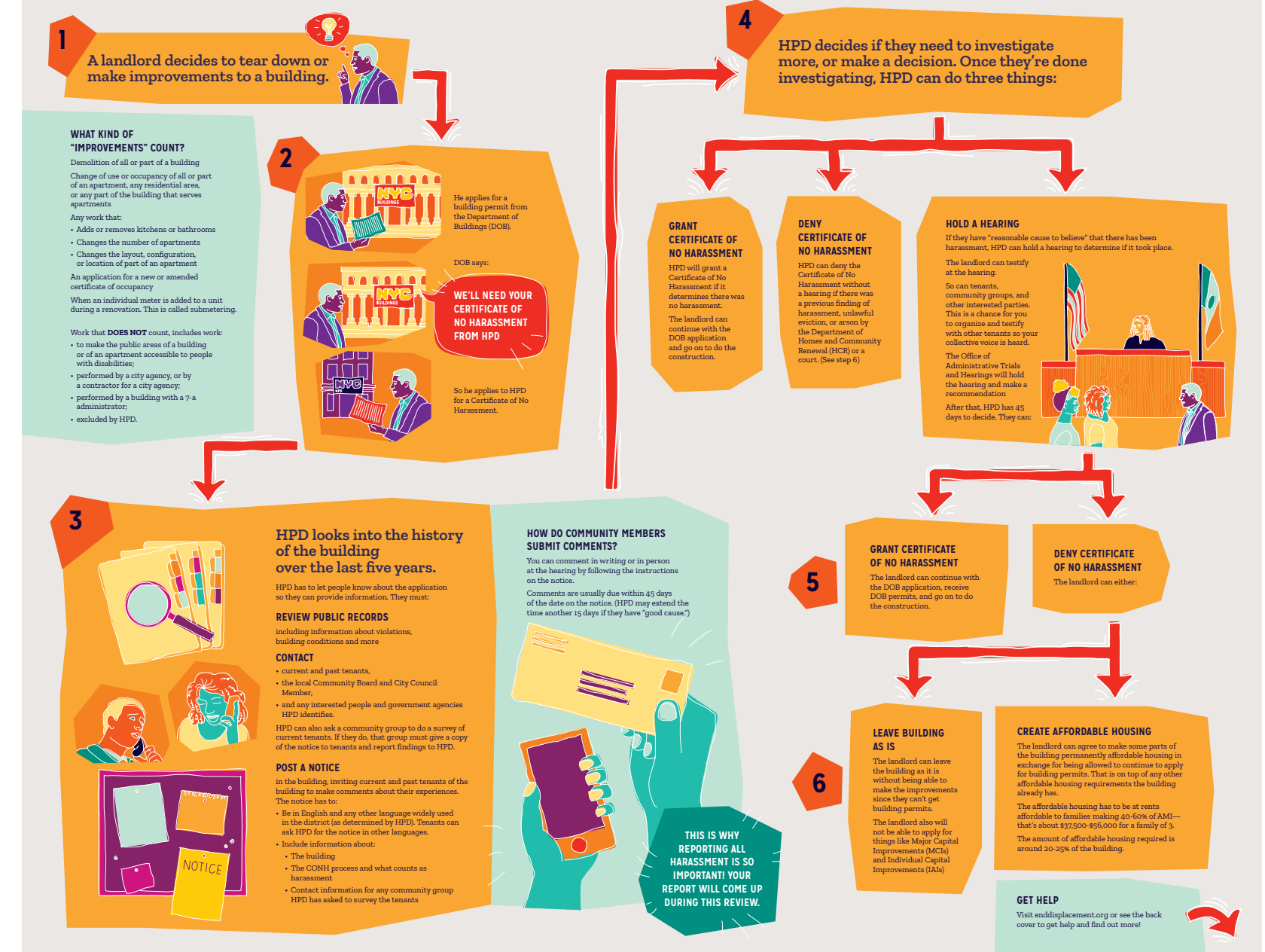
- ✔ Communicate with NYCHA in writing and send everything by certified mail.
- ✔ Get help and ask for materials in your language.
- ✔ Keep copies of all documents you give to NYCHA and have them date-stamped.
- ✔ Keep paying rent! If NYCHA won't take it, save your money. You may have to pay later.
- ✘ Don't let anyone use your mailing address without a good reason.
- ✘ Having someone living in your apartment without permission can get you evicted!

When you want someone to live with you...

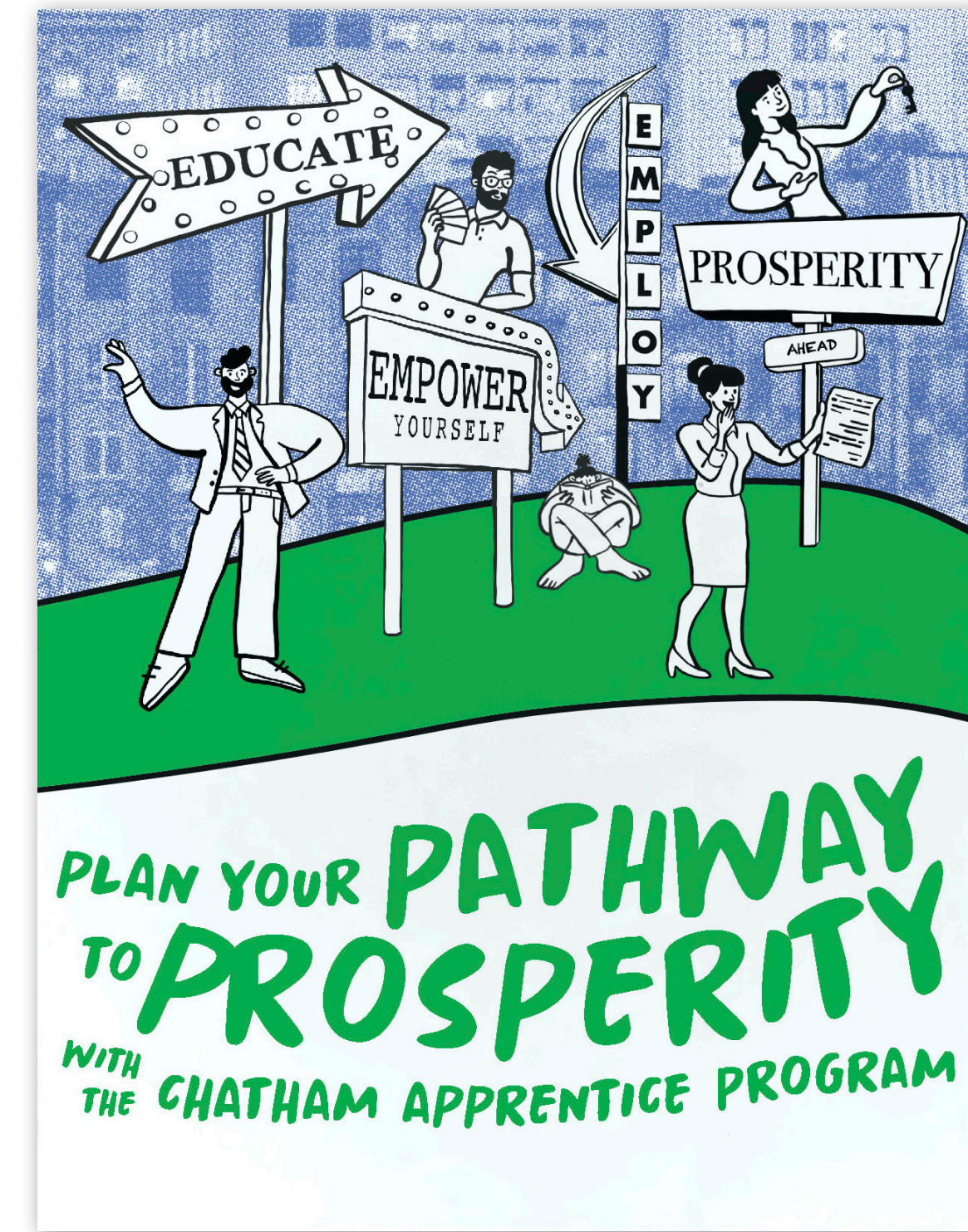
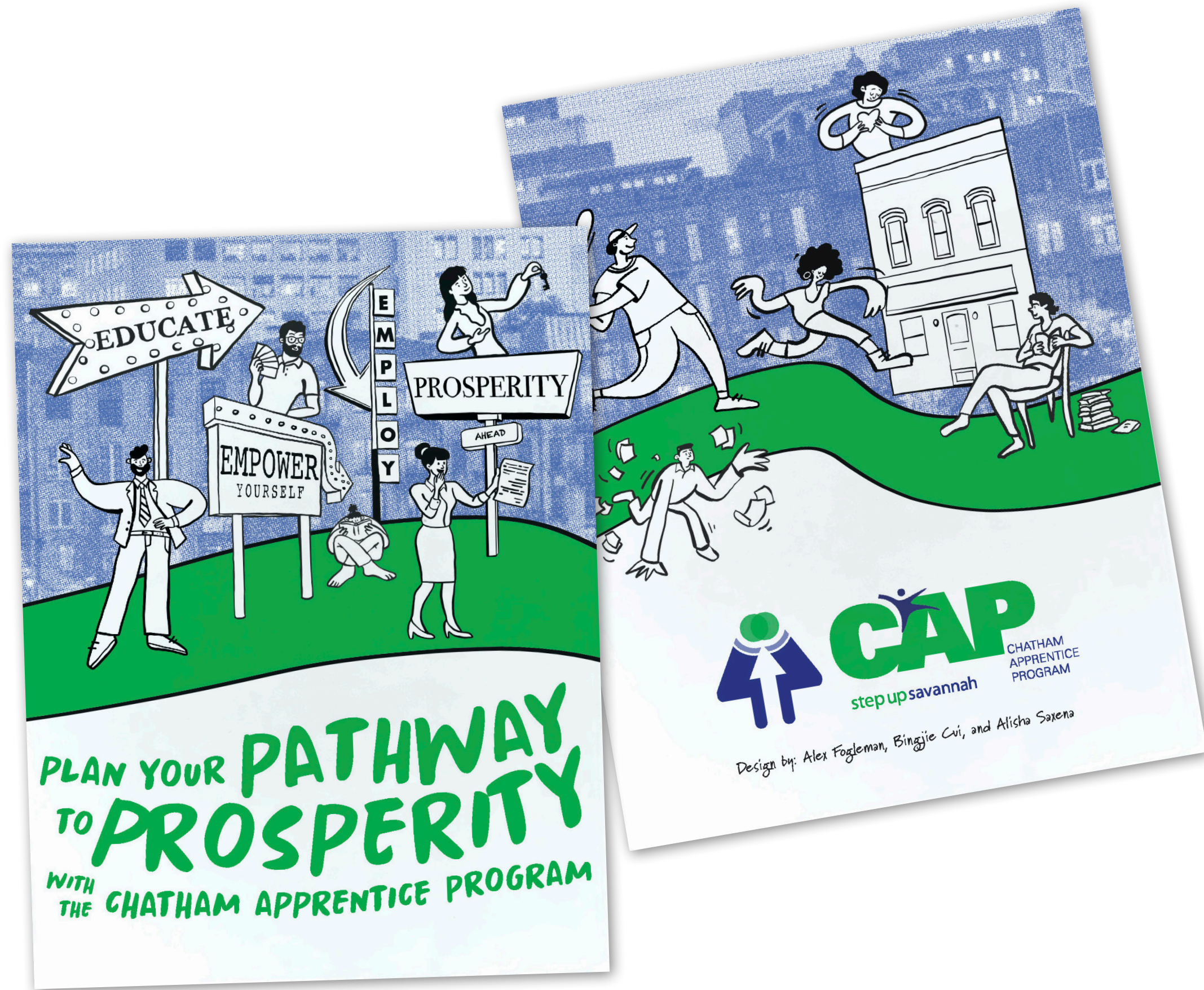
File a Permission form with your manager right away.



HOW DOES THE CERTIFICATE OF NO HARASSMENT WORK?



DELIVERABLE



Step Up Savannah:

Step Up Savannah, Inc engages all sectors of the community to improve the economic mobility and financial stability of families in Savannah, Chatham County. It was created in 2005, to act as a convener to attract outside resources, adapt and create effective programs, train neighborhood and nonprofit leaders, and advocate for policies that will improve the economic mobility of low-to-moderate income families. Step Up focus areas are Financial Security, Workforce Development, Policy and Advocacy and Community Collaboration.

Chatham Apprentice Program:

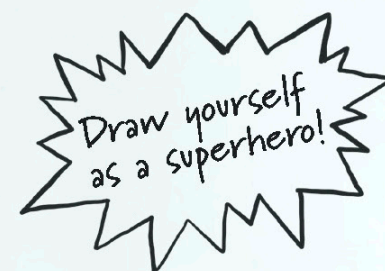
Chatham Apprentice Program (CAP) provides 80 hours of curriculum, plus hard and soft skill training. CAP is a workforce training and coaching program that combines employability skills, behavioral coaching, financial education, legal services, nutrition, hard skill training, and job placement assistance for low-income individual facing multiple barriers to finding gainful employment.

Your Journey:

CAP participants integrate in a diverse range of services from financial education, as well as background check reviews and expungement while gaining self-confidence and self-awareness from behavioral counseling, nutrition education and connection to job leads and receive coaching.

During the class, I was tired of doing all the interviews but once I walked into a real job interview, I was so thankful for the practice. I carried myself with confidence.

-Keya Jest-



Resources & Contacts:

Employment Services

Georgia Department of Labor
Phone: (912) 356-2775

Goodwill Industries
Phone: (276) 177-5979

WorkSource Coastal
Phone: (912) 354-6174

The Reserve Network
Phone: (912) 777-3520

Transportation

United Way 211
Phone: (912) 651-7700

Chatham Area Transit
Phone: (912) 233-5767

Medical Providers

JC Lewis Primary Health Care
Phone: (912) 495-8887

Georgia Lion Lighthouse
Phone: (404) 325-3630

Social Services

Social Apostolate
Phone: (912) 233-1877

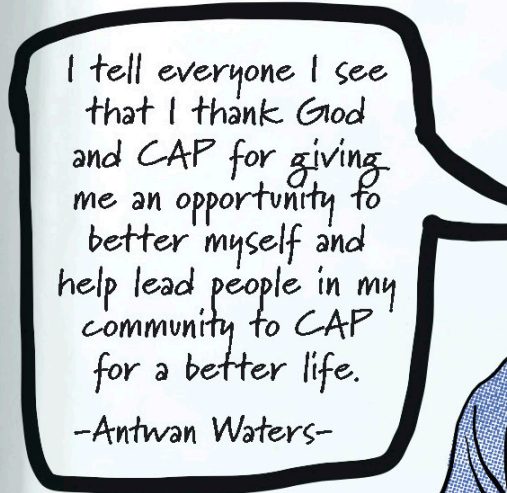
EOA
Phone: (912) 238-2960

Goodwill Industries
Phone: (276) 177-5979



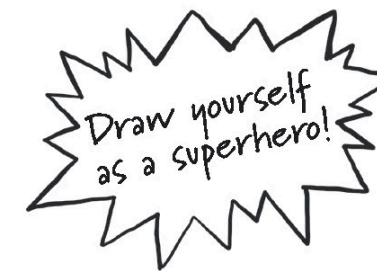
During the class, I was tired of doing all the interviews but once I walked into a real job interview, I was so thankful for the practice. I carried myself with confidence.

-Keya Jest-

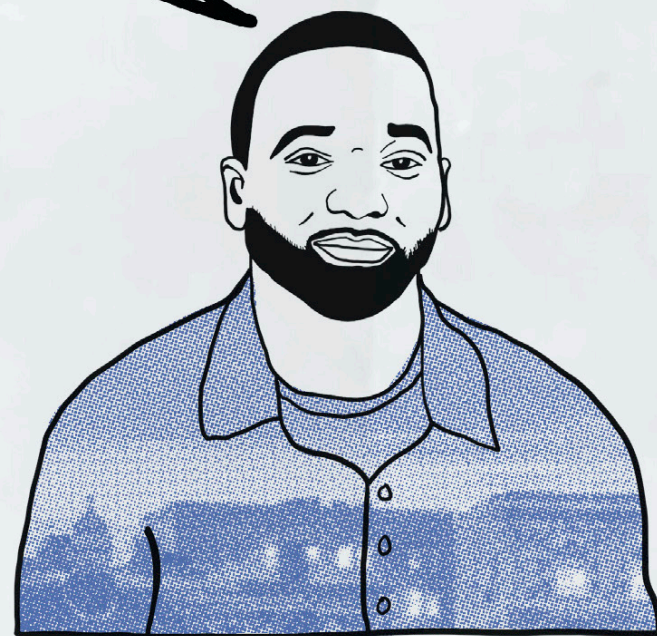


I tell everyone I see that I thank God and CAP for giving me an opportunity to better myself and help lead people in my community to CAP for a better life.

-Antwan Waters-

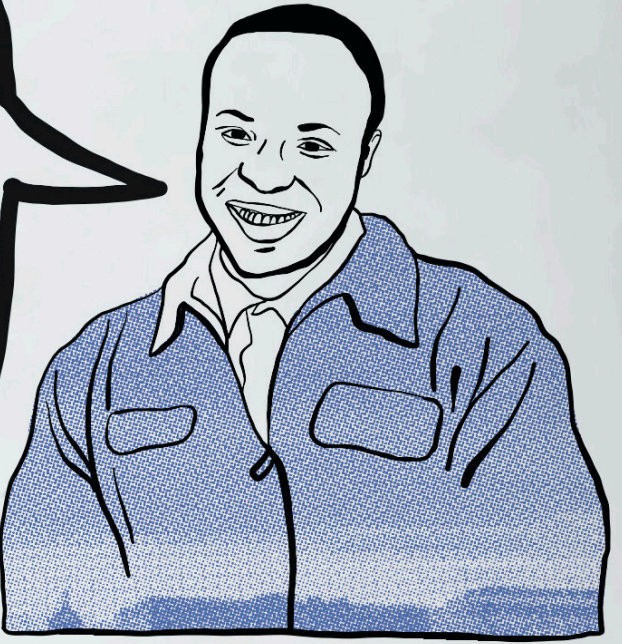


With the help of CAP, I learned how to talk, dress, and speak during an interview. I learned how to sit and answer interview questions.
-Donald Gates-



During the class, I was tired of doing all the interviews but once I walked into a real job interview, I was so thankful for the practice. I carried myself with confidence.
-Keya Jett-

I tell everyone I see that I thank God and CAP for giving me an opportunity to better myself and help lead people in my community to CAP for a better life.
-Antwan Waters-



Draw yourself as a superhero!

Your Mission:

Strengths & Weaknesses

- ——— Strength ——— +

_____	○	○	○	○	○
_____	○	○	○	○	○
_____	○	○	○	○	○
_____	○	○	○	○	○
_____	○	○	○	○	○
_____	○	○	○	○	○
_____	○	○	○	○	○
_____	○	○	○	○	○
_____	○	○	○	○	○
_____	○	○	○	○	○

Week One	<p>EDUCATE</p> <ul style="list-style-type: none"> • Goals • Personality Insight • Resume Development • Cover Letter • History of Step Up • Budgeting I & II • Elevator Pitch • Introduction to Interviewing • HUGS: Stress Reduction • Benefit Screening
Week Two	<p>EMPOWER</p> <ul style="list-style-type: none"> • Team Building • Dress for Success • Resume Building • Interviewing Questions • Hugs: Anger Mgt. • Understanding Credit • Mock Interviewing
Week Three	<p>EMPLOY</p> <ul style="list-style-type: none"> • Applying for Jobs • Background Review • Georgia Legal Services • Ethics • Diversity & Communication • Elevator Pitch in Action • Interviewing • HUGS: Boundaries • Accountability • Mock Interviewing
Week Four	<p>PROSPER</p> <ul style="list-style-type: none"> • Book Discussion • Personality Survey • Conflict Resolution • Mirror Exercise • HUGS: Image Discussion • EOC Survey • Content Review • Class Reflection • Mock Interviewing

Educate



Empower



Employ



Prosper



"What lies behind us and what lies before us are
small matters compared to what lies within us"
-Ralph Waldo Emerson

"Desire and imagination have the potential to
position a person for greatness"
-Eric Thomas

"Luck is what happens when preparation
meets opportunity"
-Lucius Annaeus Seneca

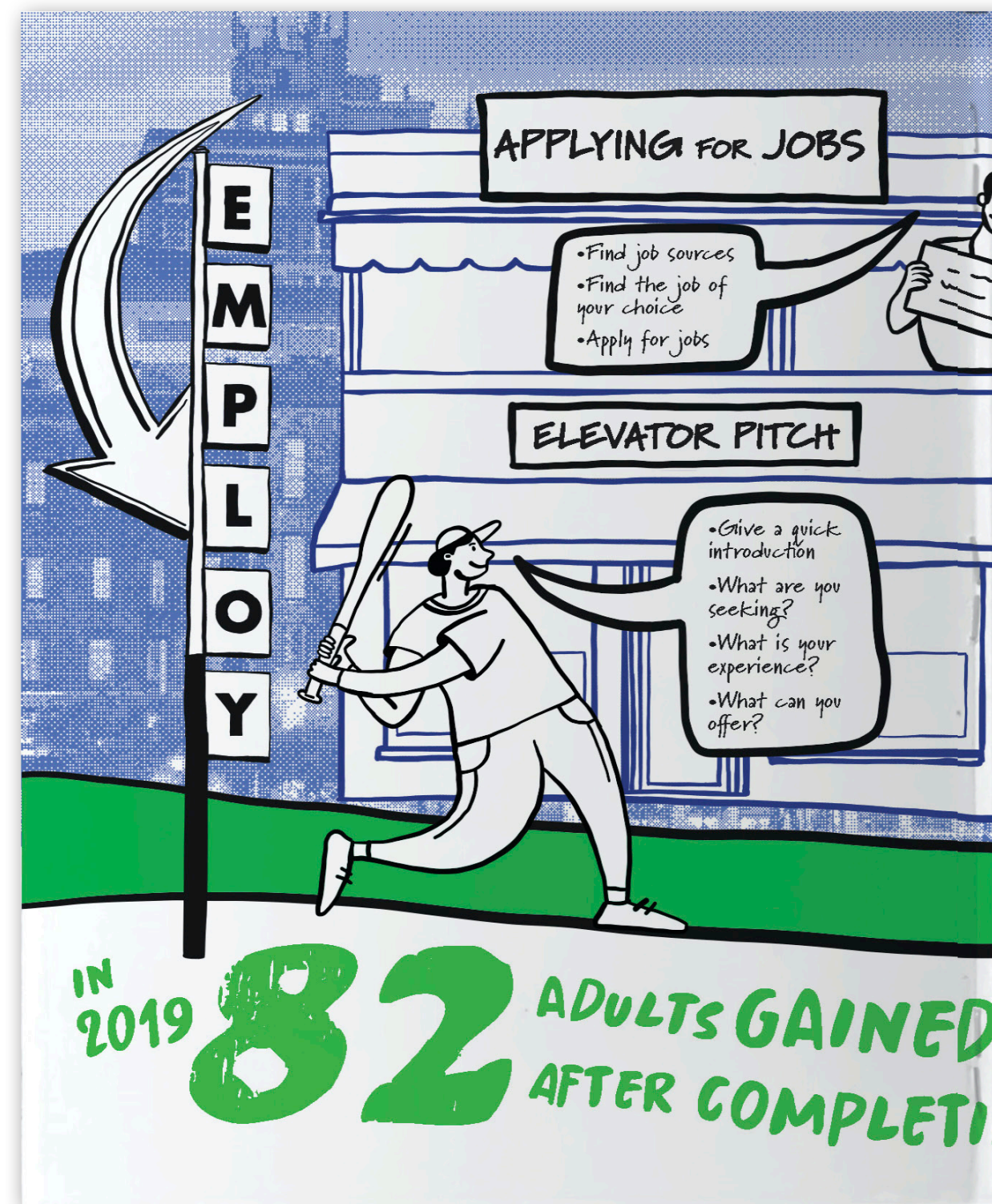
"The best way to not feel hopeless is to get up and do
something. Don't wait for good things to happen to you"
-Barack Obama



* My Current Skills:

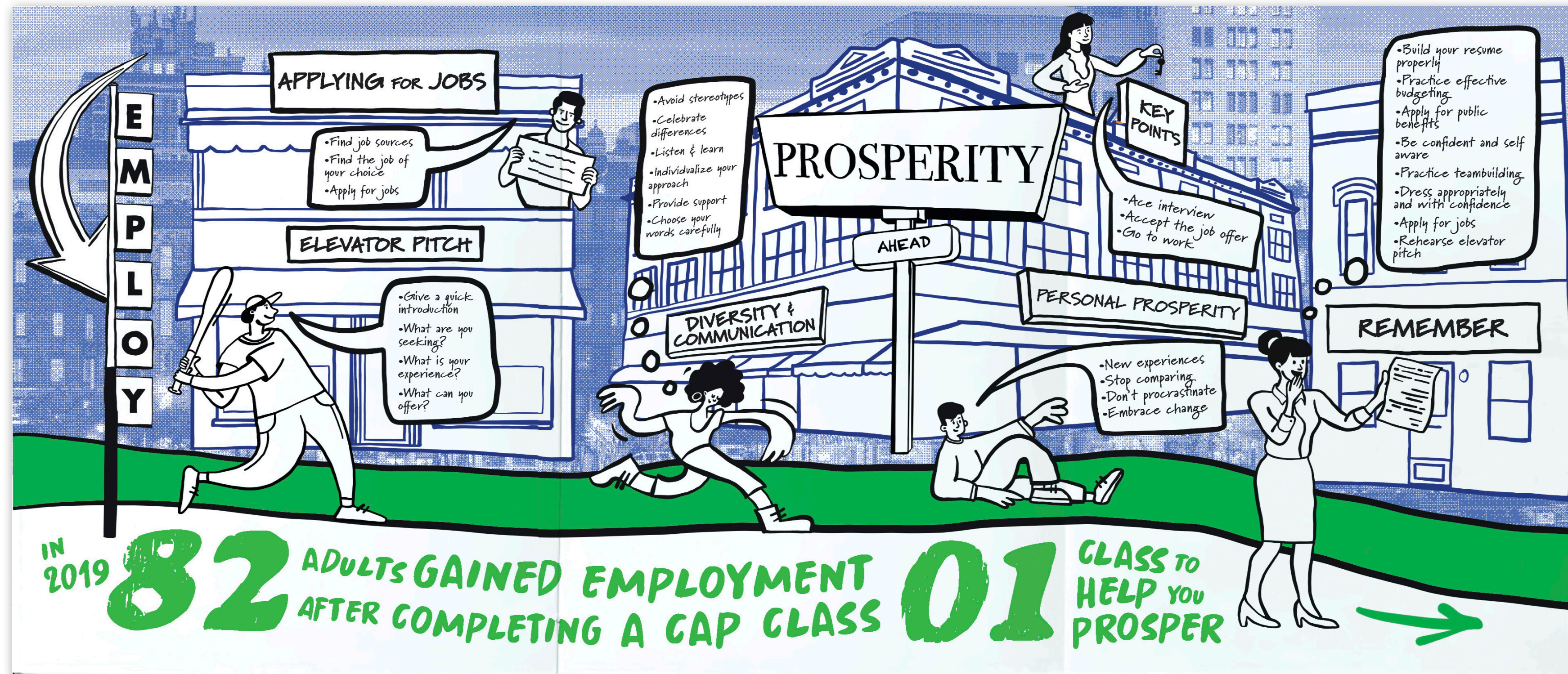
* Things I Have Learned:





* My Updated Skills:

* Where I Wish to Apply My Learnings:



Job Application Checklist:

- Resume
- Cover Letter
- Elevator Pitch
- Dress for Success

Your Elevator Pitch:

Current Job Applications:

Job Application Checklist:

- Resume
- Cover Letter
- Elevator Pitch
- Dress for Success

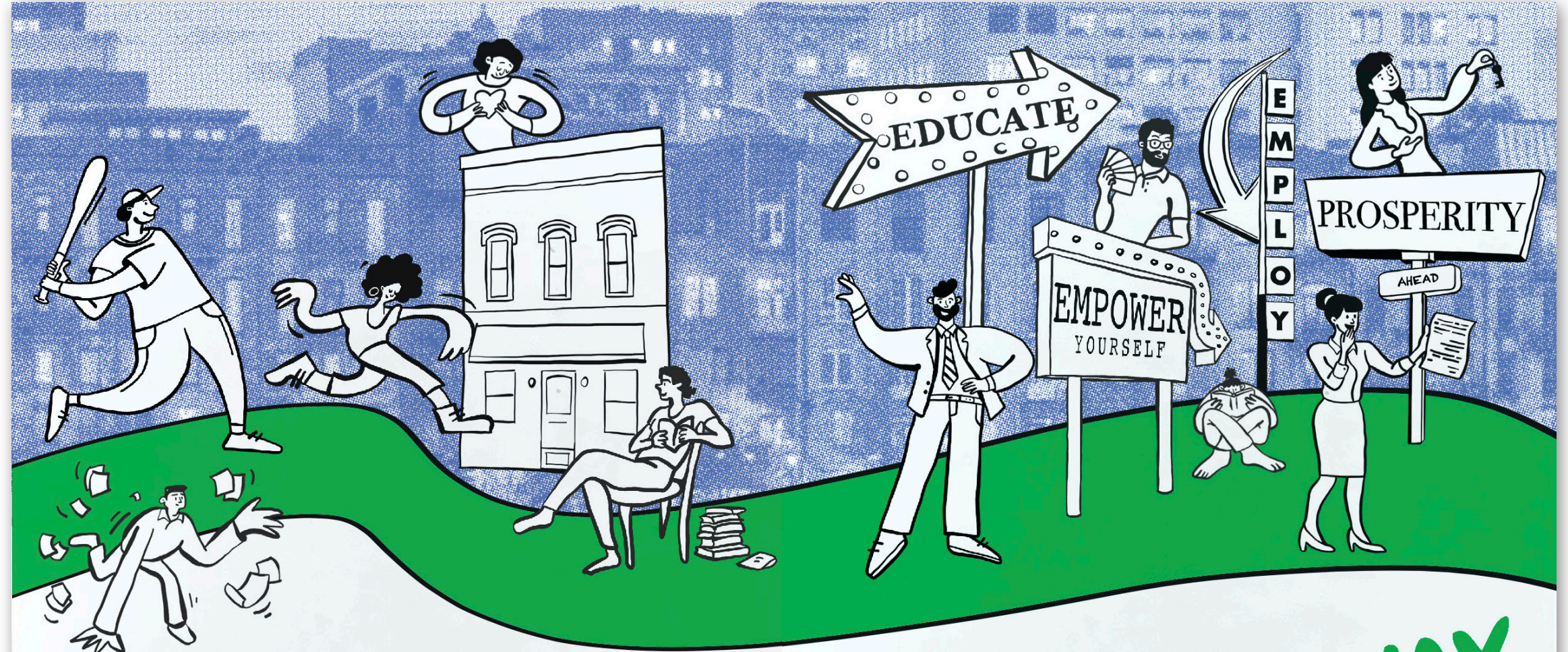
Your Elevator Pitch:

Handwritten lines for writing an elevator pitch.

Current Job Applications:

* Notes:

Handwritten lines for taking notes.



Design by: Alex Fogleman, Bingjie Cui, and Alisha Saxena

PLAN YOUR **PATHWAY**
TO **PROSPERITY**
WITH
THE **CHATHAM APPRENTICE PROGRAM**

THANK YOU