SUMMARY OF CONTENTS

OUR MAIN TOPICS TODAY

• Overview
• The Model
• On-Ramps, Training, and Employment
• Our Best Practices
• Q&A
• What's Challenging?
WHAT DO WE DO?

- Host professional development and team-building spaces for the direct service team
- Frequent check-ins with funders, directors, coaches, and outreach team
- Management of sub-contracts and oversee data tracking across sites
- Oversee the "big picture" of Launch in terms of vision and sustainability

WHY UNITED WAY?

- Our footprint goes beyond Boston and into the North Shore
- Focus areas of financial opportunity and educational success
- Expertise in bringing stakeholders together to empower communities and deliver lasting change
- Investments in OY programming through grant-making, programming, and participation in collective impact efforts
Individuals or families with a voucher find and lease a unit either in a specified complex or in the private sector and pay a portion of the rent. Most households pay 30% their adjusted income.

LIHTC
Low income housing tax credit, dollar-for-dollar tax credit for affordable housing investment. The maximum rent that can be charged is based upon Median Area Income.

CDC
Community Development Corporations

PBRA
Project Based Resident Assistance

BHA
Boston Housing Authority

MHB
Metro Housing Boston
Our outreach team knocks on doors, conducts phone calls, and sends out mailings where we know there are 18-24 year olds within the household, offering them space to talk about Launch and what's possible from the comfort of their own home.

** HOME VISITS **

** SATURATION **

Our outreach team has a desk in some developments and neighborhoods that allow them to dive into the community, to have “office hours” for potential clients to stop by, and build better relationships with property managers/tenants in the area.

** WARM HANDOFF **

Outreach team provides an initial connection between potential clients and their coaches, either in-person at the coach’s office, at the potential clients home, or via text message. Clients are able to be in control of their experience, while getting a friendly introduction directly to their coach to begin building that crucial trusting relationship.

We get information from partnerships with local housing authorities, property management groups, and other parties invested in state-subsidized housing residents.
Coaching Model

<table>
<thead>
<tr>
<th>INTAKE</th>
<th>• GOAL-SETTING</th>
<th>• BARRIER REMOVAL</th>
<th>• PERSISTENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity for our coaches to get to know new clients, where they're coming from and where they want to go</td>
<td>Determining both short and long-term goals with clients, as well as action plans with manageable steps along the way</td>
<td>Figuring out what those things are that get in the way of clients achieving their goals, and how to work through or around them</td>
<td>Consistent support for clients throughout all steps of their journey, along with an open-door policy for those who disengage for periods of time</td>
</tr>
</tbody>
</table>
• OUR TEAM

• United Way of Mass Bay and Merrimack Valley... • Department of Housing & Community Development (DHCD)... • Forum for Youth Investment (FYI)... • Boston Private Industry Council (PIC)... • Jewish Vocational Services (JVS)... • Lynn Housing Authority and Neighborhood Development (LHAND)... • ...Project Oversight • ...Funder & Housing Partner • ...Third-Party Evaluator • ...Outreach & Coaching • ...Coaching • ...Coaching
# September 2018-19 Data

<table>
<thead>
<tr>
<th>Universe</th>
<th>Aware</th>
<th>Engaged</th>
<th>Warm Handoff</th>
<th>Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>2474</td>
<td>878</td>
<td>289</td>
<td>154</td>
<td>114</td>
</tr>
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</table>

- **Universe**: Number of addresses
- **Aware**: Documented conversation or marketing materials left
- **Engaged**: Completed a triage form
- **Warm Handoff**: Connected to coach by outreach team
- **Enrolled**: Officially launch client!
49.7%  Clients identify as female

50.3%  Clients identify as male
53.7%  
Clients identify as African American

42.2%  
Clients identify as Hispanic/Latinx
46%  
Clients met with coach 3+ times

36.5%  
Clients met with Career Navigator
25%
Clients enrolled in education, job training, vocational education, etc

23.4%
Clients who have been placed in a paying job
OUR BEST PRACTICES

WHAT IS OUR SPECIAL SAUCE?
### CareerNext Elements in Launch

<table>
<thead>
<tr>
<th>ON-RAMPS</th>
<th>TRAINING</th>
<th>EMPLOYMENT</th>
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</thead>
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<tr>
<td>Personalized guidance</td>
<td>Supporting to completion</td>
<td>Matching skills and experiences</td>
</tr>
<tr>
<td>Support in program selection</td>
<td>Connecting interest to in-demand</td>
<td>Learning cover letter, resume, application, and interview best practices</td>
</tr>
<tr>
<td>Preparation for different workplaces</td>
<td>Long-term goal setting and action plans</td>
<td>Leveraging opportunities for advancement</td>
</tr>
<tr>
<td>Barrier removal</td>
<td></td>
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"EVERYTIME WE TALK, HE'S GOT ANSWERS. HE ALWAYS SAYS 'LET ME KNOW' WHEN PROPOSING THINGS. HE ALWAYS HAS A WAY TO MAKE PROGRESS IN PERSON AND OFFLINE. HE UNDERSTANDS MY SPEED. HE'S VERY AFFIRMING, LIKE 'YOU BEEN COMING AND YOU'RE TRYING HARD'. I DON'T FEEL LIKE JUST ANOTHER NUMBER. HE UNDERSTANDS MY HIGHS AND LOWS AND HOW TO RESPOND."

---Launch Client
• PROFESSIONAL DEVELOPMENT & TEAMBUILDING SCHEDULE

1. CONFERENCE CALLS
   Weekly half hour calls between UW and Direct Service team to check in on caseloads, answer questions, and share resources in real time

2. LEARNING SESSIONS
   Every other month, one hour of skill-building and a half hour of case studies where direct service members can brainstorm best practices to coach particular clients

3. COMMUNITY OF PRACTICE
   Every other month, these four hour sessions allow space for the team to dive into large topics that impact our clients and build best practices to coaching

4. PARTNER MEETINGS
   Every quarter, bring together direct service team members and director's to analyze our most recent data and plan together for the future
EVERYTHING THEY DID
FOR ME, THEY DID IT
OUT OF

KINDNESS

-Launched Client
INCORPORATING YOUTH VOICE

HOW DO WE ENSURE SPACE FOR CLIENTS TO INFORM PRACTICE?

SELF-ADVOCACY

Clients determine what they want to work on and at what pace, rather than the coaches making decisions for them.

CLIENT INTERVIEWS

Client interviews allow them space to share about their experience within the program and make suggestions to the model and marketing strategy.

LAUNCH AMBASSADORS

• Launch Ambassadors are clients hired to work with partners, develop a personal project, conduct outreach in their own communities, and gain workplace experience.
I'M BEING GIVEN A CHANCE
I NEVER KNEW WAS THERE

LAUNCH HELPED ME DO
IT, NOT THEM DOING IT
FOR ME

-Launch Client
WHAT'S CHALLENGING?
How can you reach us?

ASHABOWICH@SUPPORTUNITEDWAY.ORG

SZITO@SUPPORTUNITEDWAY.ORG

UNITEDWAYMASSBAY.ORG/LAUNCH