

NOVEMBER 2019



United Way of Massachusetts Bay and Merrimack Valley

Amanda Shabowich - Launch Project Manager
Sam Zito - Community Impact Director



SUMMARY OF CONTENTS

OUR MAIN TOPICS TODAY

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

WHY UNITED

- 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

WHAT DO WE

- 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

•HOUSING DICTIONARY

LAUNCH TERMINOLOGY

MRVP

Mass Rental Voucher Program - Rental Assistance. Formerly known as Chapter 707. Provides tenant and project based rental subsidies

SECTION 8

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

Outreach Model

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

HOME VISITS

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.



•SATURATIO N

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

Coaching Model

INTAKE

Opportunity for our coaches to get to know new clients, where they're coming from and where they want to go

•GOAL- SETTING

Determining both short and long-term goals with clients, as well as action plans with manageable steps along the way

•BARRIER REMOVAL

Figuring out what those things are that get in the way of clients achieving their goals, and how to work through or around them

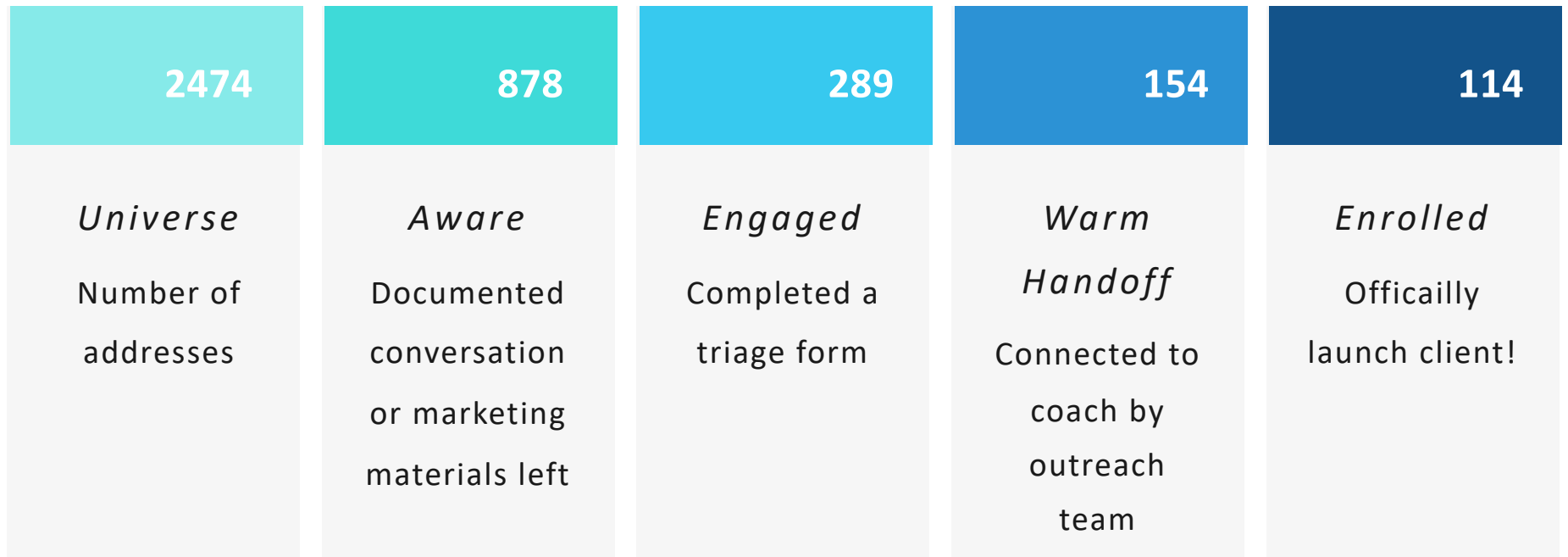
•PERSISTENC E

Consistent support for clients throughout all steps of their journey, along with an open-door policy for those who disengage for periods of time

•OUR TEAM

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

September 2018-19 Data



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

•ON-RAMPS

- Personalized guidance
- Support in program selection
- Preparation for different workplaces
- Barrier removal



•TRAINING

- Supporting to completion
- Connecting interest to in-demand
- Long-term goal setting and action plans



•EMPLOYMENT

- Matching skills and experiences
- Learning cover letter, resume, application, and interview best practices
- Leveraging opportunities for advancement

"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
Every half hour calls between UW and Direct Service team to check in on caseloads, answer questions, and share resources in real time

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

2

LEARNING SESSIONS

Every one hour one hour of skill-building and a half hour of case studies where direct service members can brainstorm best practices to coach particular clients

4

PARTNER MEETINGS

Every quarter we 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

-Launch 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

“

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

I'M BEING GIVEN A CHANCE
I NEVER KNEW WAS THERE

-Launch Client



**WHAT'S
CHALLENGING
G?**

How can you reach us?

ASHABOWICH@SUPPORTUNITEDWAY.ORG
G

SZITO@SUPPORTUNITEDWAY.ORG

UNITEDWAYMASSBAY.ORG/LAUNCH
H