



Program:

Application #: 241124

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Application / Project Name:

SECHS Workforce Opportunities Program - 241124

Application Party ID:

240461

Organization ID#:

211679

Please complete the fields below for your organization. If your program is sponsored by a fiscal agent, please complete the information for the sponsor organization.

Organization Legal Name:

Artesian Community School

WHEREtoGIVEmidSouth.org Profile URL:

<https://wheretogivemidSouth.org/guidestar.org/NonprofitProfile.aspx?OrgId=1144759>

Organization Address:

111 S. Highland Street, Suite 291, Memphis, TN 38111

Organization Phone Number:

901-333-5681

If your program is sponsored by a fiscal agent, please list the name of your program.

Southwest Early College High School

Grant Admin Name:

Ross, Jasmine

Grant Admin Title:

Grant Admin

Grant Admin Email:

jross@artesianmemphis.com



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Grant Admin Phone:

9014409393

Total Project Budget:

\$35,400.00

Grant Amount Requested:

\$10,000.00

As stated in the application guidelines, an eligibility requirement for this application is a published, reviewed WHEREtoGIVEmidsouth.org profile for the applying organization. To meet eligibility: if the applying organization needs to submit a new WHEREtoGIVEmidsouth.org profile OR updates and edits to an existing profile, it must be submitted for review by January 24, 2019.

I understand this requirement.

Yes

As stated in the application guidelines, a representative from each organization chosen as a finalist must give a 3-5 minute presentation at the GiVE 365 Finals event on a weekday evening in early April. (Time and location to be announced soon.)

I understand this requirement.

Yes

Has your organization ever received a GiVE 365 grant?

No

Please provide a brief 2-3 sentence summary of your project for use in communications with GiVE 365 members and for The Finals event printed program, should your application be chosen. (The description may be edited by staff. A Finals event program example can be found on the GiVE 365 webpage.)

SECHS new charter school students can earn an associate degree in IT, Business, or Allied Health. We recognize that academics alone do not adequately prepare our students for success in the



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workplace. Next year, with our first class of 11th graders, we will launch a workforce exposure and readiness program.

Please describe the project or program for which you are seeking funding and how it addresses the grant theme, Pathways to Success: programs that provide workforce training and career development.

Southwest Early College High School (SECHS) will launch its Workforce Opportunities (Work Opps) program in August 2019. This program is an important complement to the mission of SECHS, in which high school students take courses at Southwest TN Community College and are able to graduate from high school with an associate degree in a high-demand industry: information technology (I.T.), allied health, or business. However, academics alone cannot adequately prepare students for success in the workplace. Students must have the opportunity to learn and practice soft-skills and professionalism with real workers at real companies.

Next year, we will have our first class of 11th graders (SECHS is in its 2nd year of operation and adds one grade each year), and we will launch our Work Opps program. During 11th grade, SECHS students start thinking about which associate degree pathway they want to pursue. They will take career interest surveys and be exposed to various careers within our degree tracks (I.T., allied health, and business) through mentors, career days, worksite visits, and internships. During the month of October, 11th graders will have first priority for participation in Workforce Opportunity Week (WOW!)-a week dedicated to career- and local company-exposure, including 3 days of site visits, in which each day is aligned to a specific industry.

The key components of SECHS's Work Opps program are WOW! and programming throughout the school year, at least twice each month. Expected outcomes of both components are that students (1) can gauge their initial interest in SECHS's three focus industries; (2) expand their knowledge of available careers; (3) are exposed to at least 3 new careers through site visits and/or internships; and (4) expand their knowledge of local businesses with 3 industries, including the businesses' roles in the Memphis community. During WOW!, students will also (5) be informed about the necessary training and education requirements for specific jobs and industries. Lastly, through the Work Opps program, (6) students will gain relationships and networks to set them up for future internships and job opportunities after finishing their education.

Our Work Opps program will ensure SECHS graduates are not only prepared with the academic knowledge for a high-demand industry in Memphis, but that they are prepared with useful career skills and experience to be competitive applicants for Memphis businesses.



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What is the target population(s) addressed by your program or project?

SECHS students are mostly low-income, minority, and will be first in their families to college. Students from 24 Memphis zip codes attend the school.

How does your program specifically address the needs of this target population? Do you partner with any other organizations to further address these needs?

With the Workforce Opportunities program, SECHS unites its unique ability to provide underserved youth a higher education with a way to increase specific skills required for workplace success, thus raising the future life satisfaction of its students.

According to the U.S. Department of Education, the average annual income of a person with a high school diploma is 30% higher than that of someone who did not finish high school. Average income increases another 30% with an associate's degree. SECHS enables its students the opportunity to earn both of these while in high school. Thus, combining the low socioeconomic status of many of SECHS's students with a high probability of them graduating from both high school and at least 2 years of college, our students lives are on a trajectory for great change.

Career exposure through SECHS's Work Opps program will exponentially improve our students' chances of success better employment opportunities after graduation, increasing even more their overall quality of life. According to a Heriot-Watt University study (Leeds, 2008), students are more motivated to apply for positions at companies where they have existing contacts. Work Opps provides our students with these contacts.

During the grant period, approximately how many community members will be served by this project or program?

260

The grant period extends from May 2019 to April 2020. Please provide a timeline or important dates for the proposal within this date range.

May: Conduct interviews for and onboard Workforce Coordinator (WC)

June: WC coordinates with Southwest TN Community College regarding career support for SECHS students. WC begins developing relationships with local companies. 1st advertisement in Memphis Business Journal.

July: WC continues cultivating relationships with industry partners. WC begins setting up partnership agreements for various needs: mentors, internship opportunities, etc.



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August: Workforce Opportunities (Work Opps) program launches!

August 2019 - April 2020: 11th graders take career interest assessments. Company representatives present monthly at school-wide assemblies. 2-3 mentor representatives from each of SECHS's industry sponsors meet with students after school for 1.5 hours each month. Three field trips throughout the year for site visits at 3 companies focused on each of our associate degree tracks (I.T., allied health, and business).

October 2019: Workforce Opportunity Week (WOW!). Day 1: Industry representatives speak to participants about their careers. Days 2-4: Participants visit workplaces and learn about the three industries (one day dedicated to each industry). Day 5: Celebration day! Students partake in reflection activities about what they learned. Industry partners, students, and parents are invited to a closing ceremony.

Please detail the staff members and/or volunteers who will run this project or program during the grant period.

Workforce Coordinator (see more details above and in budget narrative); Parent volunteers; Industry partners; AmeriCorps members who are serving at Southwest Early College High School as full-time mentors.

How and when will you evaluate your program or project?

SECHS will evaluate Work Opps success using three surveys (listed below), which will be distributed both before and during the Work Opps program at three key intervals: (1) before the program begins, (2) after WOW!, and (3) after each workplace visit.

(1) Students will take a survey that measures their interest in and opinions about their career options.

(2) Students will also take a comprehension check survey in order to evaluate their knowledge of the IT, Business, and Allied Health industries.

(3) Students will lastly take a survey that measures their commitment to their chosen career path, if any. If they indicate no career paths, then the survey will measure their commitment to completing their education at SECHS.



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Define success for your project by the end of the grant period. What goals do you have to measure effects or outcomes for participants?

As discussed above, our success by the end of the grant period will be accomplished by expanding our students' knowledge of our focus industry careers, by exposing our students to at least 3 new careers through internships and workplace visits, by increasing our students' comprehension of local businesses and their roles in the Memphis community, by helping our students learn about the training and education needed for jobs in our focus industries, and by setting our students up with networks and relationships that will help them find career opportunities after graduation.

By the end of the grant period, we will measure short-term effects using the benchmarks from a career guidance report (Gatsby, 2014). These benchmarks include enhancing stability through the acquisition of subject matter input from teachers, distributing career path information, inputting data into career guidance and alumni tracking records, and ensuring students have meaningful encounters with employers.

Define long-term success for your project. What do you expect the long-term effects or outcomes to be for participants?

With our Work Opps program, we will accomplish several economic and social outcomes for our participating students.

First, our ideas of long-term success reflect SECHS's goals for improving the lives of the next generation. SECHS graduates will continue to postsecondary education, leading to a higher level of income and standard of living - changing their life trajectories. Our graduates will have the education and work experience necessary to succeed in the workplace. Lastly, Memphis industries will have students to groom with the skills, knowledge, and abilities they're looking for upon entering technology, business, and allied health careers.

Second, our long-term effects are echoed by a recent career guidance report (Gatsby, 2014). Students will have a better understanding of potential work and careers in their lives. They will have greater knowledge about the career pathways available here at SECHS. Students are more motivated to commit to education and acquire the skills and qualifications required for their chosen career path. Moreover, students with these skills are likely to have better outcomes in the labor market, such as higher earnings, better likelihood of employment, and greater satisfaction in their working life.



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Finally, students are less likely to spend protracted and/or frequent periods unemployed and not in education, resulting in a greater sense of personal wellbeing and a greater likelihood to contribute to their community, society, and economy.

In order to keep GiVE 365 members informed of the grant's progress, grantees are required to provide brief updates that can be shared with members three times in the twelve-month grant period. Will you be able to provide updates on the project that can be shared with GiVE 365 members through some or all of the following methods: social media, photos/videos, site visits, etc.? Creativity is highly encouraged. Please explain how you plan to share about the project.

Our current 10th grade students (who will be 11th graders next year) are excited about the Workforce Opportunities (Work Opps) program and have already begun to think of creative ways to update GiVE 365. They plan to create a vlog, or video log, highlighting their experiences. SECHS's Tech Club will edit each entry and upload them to our website (sechsmemphis.com) and Facebook. The vlog will include student reflections, evaluation, and application of what they learn and experience during Work Opps. The vlog will be a continually updated resource, not only for GiVE 365, but also for current and future industry partners, parents, and other funders.

In addition to the vlog, at least monthly updates will be shared on SECHS's and Artesian's social media sites (websites, Facebook, Twitter, LinkedIn) and monthly/quarterly newsletters. Posts will be shared on SECHS social media each day of WOW!. GiVE 365 will be invited to observe and participate at SECHS during WOW!.

Please remember to provide a project budget by uploading it in the Application Uploads table once you have saved this form.

Full Name of Executive Director or Authorized Signer:

Ashley Smith

Date:

2/7/2019

Artesian Community School

Applicant name: Artesian Schools, Inc.

2- **Benefits:** SECHS pays into Tennessee's Consolidated Retirement System (9% of salary) and required payroll taxes (7.65%), as well as healthcare (\$473/month).

3- **WOW Transportation:** We will require 2 school buses to transport 75 students to and from school each day for 5 days. Additionally, we will require 2 buses for 3 of the days for field trips. Daily bus transportation is \$300 per roundtrip route per bus. Buses for field trips are \$1650 per bus.

4- **Field trip transportation** during the school year: Field trips during the school year will cost \$1650 per bus. 2 buses per field trip x 3 field trips.

5- **Promotional Materials:** All participants will receive a SECHS WOW t-shirt and a branded drawstring bag.

6- **Signage:** in order to incentivize organizations/individuals to donate/sponsor the WOW program, we will include signs outside event entrances recognizing their sponsorship.

7- **Advertising:** The Workforce Coordinator will run 2 ads in the Memphis Business Journal yearly to find new corporate partners and for creating awareness of our WOW program.

8 - **WOW Closing Ceremony:** We will serve light refreshments (cookies and juice) at the closing ceremony at the end of Workforce Opportunity Week for all students and corporate partners who participated, as well as parents.

9- **Honoraria for guest speakers:** We will host 1 speaker each month during a schoolwide assembly highlighting a career within an I.T., allied health, or business-focused industry (9 speakers). During WOW, we will have 1 guest speaker per degree pathway on 2 different days (6 speakers). We will provide \$25 gift cards to local restaurants as a "thank you" for the speakers' time.