

Program Overview

Completed by gbolden@golercdc.com on 3/25/2022 12:17 PM

Case Id: 15069

Name: Goler Community Development Corporation -

Address: *No Address Assigned

Program Overview

Please provide the following information.



City of Winston-Salem
ARPA Transformational
Non-Profits Application

City of Winston-Salem
P.O. Box 2511
Winston-Salem, NC 27102
336-727-8000
ARPA@cityofws.org

This application portal is to request funding from the City of Winston-Salem as part of the Transformational Non-Profits Application Process. Applications received through this portal will only be reviewed by the City of Winston-Salem. Other jurisdictions may have separate application processes. Please contact other jurisdictions (e.g., Forsyth County) for instructions regarding requests to those jurisdictions.

Submitting an application does not guarantee funding. Please see the section below regarding the scoring process. The Mayor and City Council will have final decision-making authority regarding program funding requests.

Non-profit organizations may submit funding requests for capital or operating costs.

Minimum Criteria

- Must be registered non-profit organization (includes faith-based organizations providing a public purpose)
- Must have been incorporated as a non-profit for at least one year

Scoring Process and Matrix

All completed applications will undergo a review to ensure required documents are attached. Fully completed applications will be reviewed by selected City staff members and scored based on the scoring matrix approved by the Mayor and City Council. [Click here](#) to view the scoring matrix. Scored applications will be reviewed by the City's Management Team for potential recommendation to the Mayor and City Council who will have authority to appropriate funding for programs.

Staff reserves the right to contact any applicant to request clarification or additional details regarding application responses and materials.

Defining Performance Measures

Sections of the application will reference performance measures and outcomes as required by the U.S. Department of Treasury. Specifically, the application will request workload and effectiveness/outcome measures. Please see this video (<https://www.cityofws.org/2809/Performance-Measures-Video>) for general information on performance measures.

Upcoming Application Orientation Session

The City will host a virtual application orientation session on April 1, 2022 at 10:00 am. The meeting will take place virtually via the Zoom platform and will also have a live simulcast on the City's YouTube page. The link for that meeting will be posted the morning of the meeting to the website: www.cityofws.org/clfrf

Contact Information

For any questions or concerns, please email ARPA@cityofws.org or call City Link at 336-727-8000.

A.Contact Information

Completed by gbolden@golercdc.com on 4/25/2022 2:40 PM

Case Id: 15069

Name: Goler Community Development Corporation -

Address: *No Address Assigned

A.Contact Information

Please provide the following information.

ORGANIZATION/AGENCY INFORMATION

A.1. Organization/Agency Name

Goler Community Development Corporation/Winston-Salem Black Chamber of Commerce

A.2. Mailing Address

889 North Liberty Street Winston-Salem, NC 27101-3040

A.3. Organization Website

www.golercdc.com;www.wsbcc.org

A.4. Year 501 (c)(3) Status Obtained

2,003

A.5. Organization/Agency Fiscal Year

2,022

A.6. Federal Tax ID Number

A.7. Federal DUNS Number

A.8. Federal SAM Registered?

Yes

ORGANIZATION/AGENCY CONTACT INFORMATION

EXECUTIVE DIRECTOR

A9. First Name

Michael

A10. Last Name

Suggs

A11. Title

President

A12. E-mail

msuggs@golercdc.com

A13. Phone Number

(336) 761-0595

BOARD CHAIR

A14. First Name

Fred

A15. Last Name

Phifer

A16. E-Mail

fephifer@aol.com

A17. Phone Number

(336) 995-3901

A18. Term Expiration Date

12/31/2026

B. General Project Information

Completed by gbolden@golercdc.com on 4/25/2022 2:38 PM

Case Id: 15069

Name: Goler Community Development Corporation -

Address: *No Address Assigned

B. General Project Information

Please provide the following information.

PROJECT INFORMATION

B.1. Project/Program Title

TechCareers

B.2. Project Location/Address

889 North Liberty Street Winston-Salem, NC 27101-3040

PROJECT CONTACT/MANAGER

B3. First Name

Michael

B4. Last Name

Suggs

B5. Title

President

B6. E-Mail

msuggs@golercdc.com

B7. Phone Number

(336) 761-0595

C. General Project Narrative

Completed by gbolden@golercdc.com on 4/25/2022 4:26 PM

Case Id: 15069

Name: Goler Community Development Corporation -

Address: *No Address Assigned

C. General Project Narrative

Please provide the following information.

C.1. Provide description of project and how funds will be used

TechCareers is an innovative workforce development program designed by Goler Community Development Corporation in an effort to increase employability in the Information & Technology industry. Our mission is to strengthen the community by fostering economic growth, job creation and increased wealth while improving quality of life for residents of Forsyth and surrounding counties.

TechCareers serves as a connector; linking participants to technical education, employability training and community resources as a means to develop the existing workforce for employment in the Information & Technology industry. The program uses a research-based, mixed-method model to address unemployment, underemployment, and lack of diversity in technology with a focus on minorities, women, and veterans. The program mission is to strengthen the community by fostering economic growth, job creation and increased wealth while improving quality of life for residents of Forsyth County.

The TechCareers program model is structured to suit the needs of traditionally underserved populations through collaboration with community partners such as Forsyth Technical Community College to deliver practical trainings with flexible scheduling, employability coaching and barrier resolution. An intensive case management component is integrated to provide personal support to each participant. This allows a Case Manager to identify barriers that may hinder the success of population to be served. Participants of the program most often cite barriers such as financial hardship, inability to secure childcare, transportation, adequate housing, wellness, and mental health. Additionally, most participants are not able to afford the items necessary to complete classes / trainings such as course materials, computers, software, and internet service. Through the TechCareers program, participants have access to needs-based support in an effort to alleviate these barriers.

Completion of the TechCareers program results in measurable improvements for participants, which can be quantified by the achievement of industry-recognized certifications and the procurement of gainful employment.

The average annual in-state cost of attendance for North Carolina universities and colleges in 2019 is \$10,925. More specifically, the average annual in-state tuition alone for students at Forsyth Technical Community College is \$2,199. TechCareers alleviates the barrier of financial hardship by offering college courses, materials, and testing vouchers at no cost to participants. By furnishing private college-style courses with community partners, TechCareers can provide certification training to 25 students at a substantially lower cost than that of a 2- or 4-year degree.

In addition to alleviating the financial barrier, TechCareers also condenses the time commitment required to earn industry-recognized certifications. Many participants cannot commit to Forsyth Tech's 9-, 18- or 24-month programs as they are seeking a pipeline to rapid employment. Through 10 – 12-week courses, participants can earn certifications and get to work quickly. The program also introduces STEM to a population that may otherwise only consider blue-collar employment opportunities.

During the research phase, evidence-based information was collected to support the theory of significant social and emotional barriers facing unemployed and underemployed individuals. Many traditional workforce development programs only offer education and career counseling, leaving underlying issues unaddressed. Research and pilot findings substantiate the need for an intensive case management model (a best practice standard to build self-esteem, overcome barriers and ready participants for employment). We find that intensive case management is a key component and

results in measurable achievements for participants.

As mentioned previously; technical education and employability trainings are also core elements of the program model. Participants have the opportunity to receive training for the industry-recognized CompTIA IT Fundamentals Certification and are provided up to two exam vouchers at no cost in partnership with Forsyth Technical Community College and other third-party trainers. We also work with community partners such as the Winston-Salem Black Chamber of Commerce to provide soft skills trainings focused on resume building, interview preparation and LinkedIn usage.

TechCareers will introduce an additional pathway in the fall of 2022 that partners with A-Plus Community Solutions, Inc. to provide ColdFusion Software Development education and training. This training will allow the participants to take courses in application development, cloud computing, and Data Center operations. The gameplan is to staff a local Data Center(s) in underserved communities in Winston-Salem with local residents and TechCareers graduates.

In addition to preparing participants with the hard and soft skills they need, TechCareers also focuses on assisting with the job search and placement process. We collaborate with local employers to learn more about the industry landscape and provide our participants with usable job-seeking information. Even after a participant gains employment, TechCareers remains diligent in support and encourages upward mobility.

Upon the completion of a program pilot, independent evaluator Forsyth Futures reports that implementation has resulted in increased academic certification and credentialing, increased ability to successfully seek and obtain employment and increased financial stability as indicated by the program's positive impact and outcomes.

C.2. How will a participant access the proposed project/program, use the services, and derive a beneficial outcome from participation?

The TechCareers program model is structured to suit the needs of traditionally underserved populations through collaboration with community partners such as Forsyth Technical Community College to deliver practical trainings with flexible scheduling, employability coaching and barrier resolution. An intensive case management component is integrated to provide personal support to each participant. Completion of the TechCareers program results in measurable improvements for participants, which can be quantified by the achievement of industry-recognized certifications and the procurement of gainful employment

C.3 Total estimated number of unique participants to be served annually

75

C.4. Will program beneficiaries be only residents of Winston-Salem?

No

Describe the other areas (counties) that will benefit

Forsyth County

Estimate the percentage of beneficiaries that will be residents of Winston-Salem

90.00 %

TOTAL FUNDING REQUEST

C.5. Total Operating Funding Request

\$500,926.00

C.6. Total Capital Funding Request

\$0.00

SPENDING TIMEFRAME

C.7 Capital Spending Timeframe

0

C.8 Operating Spending Timeframe

24

D. Project Budget Categories

Completed by gbolden@golercdc.com on 4/25/2022 3:55 PM

Case Id: 15069

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D. Project Budget Categories

Please provide the following information.

Use templates below to input **the total Project Budget (only requested expenses and estimated revenues related to the program or project for which you are requesting funding) by clicking Add Column.** Please include all funding from the City and other sources.

Operating Costs	Total
Administrative/Personnel	\$265,726.00
Third-Party Trainers	\$69,000.00
Equipment Upgrade	\$18,500.00
Information Technology Support(Third-Party)	\$14,400.00
Needs Based Support	\$37,500.00
Apprenticeships	\$40,800.00
Marketing	\$20,000.00
Online Data Collection Portal	\$12,000.00
Program Evaluation	\$10,000.00
Audit (ARPA Program Financial Review)	\$3,000.00
Workshops, Trainings, and Capacity Building	\$40,000.00
Rent/Occupancy	\$5,000.00
Travel	\$5,000.00
	\$540,926.00

Capital Costs	Total
None	\$1.00
	\$1.00

PROJECT/PROGRAM REVENUE CATEGORIES

Please fill out the revenue estimate table. **Note: operating revenues and expenses must be balanced (be equal).**

Operating	Total
City of Winston Salem - ARPA	\$500,926.00
Truist Foundation	\$30,000.00
Goler Match	\$10,000.00
	\$540,926.00

Please list below all known/expected **individual** grants and contributions totaling 10% or more of the project's budget.

Note: capital revenues and expenditures must be balanced (be equal)

Capital	Total
None	\$0.00
	\$0.00

E. Demographic and Geographic Distribution

Case Id: 15069

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Completed by gbolden@golercdc.com on 4/21/2022 2:34 PM

E. Demographic and Geographic Distribution

Please provide the following information.

Demographic distribution is an assessment of the level of the project funds spent on a program or service provided at a physical location in a Qualified Census Tract (QCT), OR where the primary intended beneficiaries live within a QCT, OR whether the program benefits residents that earn less than 60 percent of median income for the City, OR whether over 25 percent of program beneficiaries are below the federal poverty line.

E.1 Is this project/program located in a QCT or serve residents that live in a QCT?

Yes

If yes, what percentage of clients served are estimated to be residents of QCTs? ([Click here](#) to view the QCT mapping tool)

100.00 %

E.2 If the project or program is not a QCT or specifically serve residents in a QCT, will residents meet the follow criteria:

25% or more of participants below the federal poverty line or participants served make less than 60% of the Area Median Income

The project/program does not operate in a QCT, and beneficiaries neither reside in a QCT nor meet the income thresholds mentioned above.

F. Alignment to Strategic Plan

Completed by gbolden@golercdc.com on 4/25/2022 12:08 PM

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F. Alignment to Strategic Plan

Please provide the following information.

Strategic planning is a process in which organizational leaders determine their goals and objectives, and allocate needed/limited resources to successfully achieve those goals and objectives. [Click here](#) to view Winston Salem's Strategic Plan. The Strategic Plan includes three (3) tiers of priorities:

Tier 1:

- Focus on job creation/sustainability and workforce development
- Collaboration and funding for pre-K opportunities
- Funding for affordable housing
- Funding for economic development

Tier 2:

- Poverty reduction/cessation
- COVID reopening plan
- Community engagement (Power of connections)
- Funding for arts

Tier 3:

- Community Fundraising
- Environmental initiatives
- Address digital divide
- Address childcare needs
- Neighborhood maintenance
- Organization efficiency and public-private partnerships
- Law enforcement reform

F.1. Please select the primary priority from the list above addressed by your project/program.

Tier 1

F.2. Please select the secondary priority from the list above addressed by your project/program.

Tier 2

F.3. Please describe how the workload or outcomes from your project/program addresses the primary priority you

selected.

TechCareers is an innovative workforce development program designed by Goler Community Development Corporation in an effort to increase employability in the Information & Technology industry. Our mission is to strengthen the community by fostering economic growth, job creation and increased wealth while improving quality of life for residents of Forsyth and surrounding counties.

TechCareers serves as a connector; linking participants to technical education, employability training and community resources as a means to develop the existing workforce for employment in the Information & Technology industry. The program uses a research-based, mixed-method model to address unemployment, underemployment, and lack of diversity in technology with a focus on minorities, women, and veterans. The program mission is to strengthen the community by fostering economic growth, job creation and increased wealth while improving quality of life for residents of Forsyth County.

G. Collaboration

Completed by gbolden@golercdc.com on 4/25/2022 1:59 PM

Case Id: 15069

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G. Collaboration

Please provide the following information.

Collaboration is when an organization is partnering or proactively working with one or more external stakeholders to achieve the same goal.

G.1. How many other external partners, organizations, stakeholders will you be collaborating with to provide the project/program?

3+

G.2. Please provide the names of the organizations and the roles they will serve in the project/program?

As a result of Goler CDC's long-standing presence in the local community, collaborative partnerships have been forged to support the activities and outcomes of the TechCareers program. Most notably, TechCareers partners with Forsyth Technical Community College to furnish private technical skills trainings to participants. Other partners include Piedmont Triad Regional Council, The Greater WS Tech Council, Goodwill of Northwest North Carolina, Forsyth County's Department of Social Services, Experiment in Self Reliance, Dress for Success Winston Salem, The City of Winston Salem, Winston Salem Forsyth County Schools (Carver High School), and local employers.

The major partners on this ARPA Project will be:

The Winston-Salem Black Chamber of Commerce (WSBCC) brings together representatives from local companies to empower, encourage and assist businesses in the Winston-Salem and Forsyth County communities. WSBCC will recruit businesses to provide apprenticeships to TechCareers participants. In addition, the WSBCC will assist in providing technology training through workshops for members of the WSBCC and its stakeholders.

Piedmont Triad Regional Council supports the TechCareers program as an advocate for regional growth and workforce development. The program aligns with PTRC's goal to attract more employers and residents to the area.

Forsyth Technical Community College partners with Goler CDC and TechCareers to provide specialized IT trainings to residents who may not otherwise have access to technical education due to personal barriers. Forsyth Tech plans to continue supporting the TechCareers program by furnishing courses that reduce the skills gap.

A-Plus Community Solutions, Inc. partners with Goler CDC and TechCareers to provide additional specialized Information Technology training in ColdFusion Software Development that encompasses a "low code, no code," 12- 15-week training for participants that want to learn coding at a more simplified level but has starting salaries in excess of \$80,000 annually.

Support Systems of Forsyth County will provide workforce development opportunities and resources allowing individuals to access meaningful transportation to employment and career opportunities that pay more than a living wage. To date working with SSFC Goler CDC we have provided over 238 one-way trips, travelled 2,904 miles, and assisted 13 individuals to-date.

The Greater WS Tech Council brings together representatives from tech companies, educational institutions, elected officials, and the business community to generate ideas that enhance development as an innovation-centered economy. The Council works with local businesses and educational institutions to ensure the workforce has the appropriate curriculum, training, and skills to support future growth in key technology segments. The mission of the Tech Council directly aligns with the work of Goler CDC and the TechCareers program.

Forsyth County Department of Social Services works with TechCareers as an unofficial partner in the Food & Nutrition Services Program. DSS makes referrals to TechCareers for FNS recipients who may benefit from career services. Likewise, TechCareers can make referrals for participants who may qualify for FNS benefits but are not currently receiving them. As Winston Salem and Forsyth County continue to experience growth in the technology sector, many employers attest that there will be positions available to those with appropriate training. Employer partners include Inmar, TeamLogic IT, and HCTec (previously Talon Healthy IT Services).

H. Administration/Reporting

Completed by gbolden@golercdc.com on 4/25/2022 4:39 PM

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H. Administration/Reporting

Please provide the following information.

Per U.S. Treasury rules and associated guidance, the City's framework for using these funds aligns with specific administrative reporting requirements. The administration/reporting criterion has three core elements: 1) the organization's/project's development of clear performance indicators and measurable outcomes, 2) the use of evidence-based interventions, 3) and the City's evaluation of organization and project risk.

H.1. Please clearly define the workload and outcome measures that are associated with your project/program

Workload	Based on the success of the program pilot, projected output and outcome measures will be as follows:
Effectiveness/Outcome	<ul style="list-style-type: none">60 total workers / trainees will be served, defined as completing at least one non-credit training course60 participants will be trained in Employability Skills to include Resume Building, Interview Preparation, Dress for Success, LinkedIn Navigation, Employment Search & Career Etiquette.Minimum 60% (36) [2x industry standard] will be improved, defined as earning an industry-recognized certification.Minimum 50% (18) of those certified will be employed in the field of study earning wages that exceed the county average of \$30,000 per year.

H.2. Does the project/program use evidence-based interventions?

Yes

Please provide a link to (or attach a copy of) the evaluation of the program model



Program Model Evaluation

Forsyth Futures Program Evaluation.pdf

H.3. For transparency purposes, the risk matrix is attached. This is NOT required, however, you can self-assess if you wish. Please fill out and upload the [Risk Matrix](#).



Risk Matrix

**No files uploaded

I. Capacity

Completed by gbolden@golercdc.com on 4/25/2022 4:10 PM

Case Id: 15069

Name: Goler Community Development Corporation -

Address: *No Address Assigned

I. Capacity

Please provide the following information.

An organization's capacity can be defined as its ability to implement the proposed project, as characterized by the alignment of its mission and vision with the proposed project, existing internal infrastructure to support it, and its plan for implementation and assessment of project success.

I.1. Please provide your organization's vision and mission statements and explain the alignment between the proposed project/program and the organizational mission.

Goler's TechCareers program coincide with ARPA's Workforce & Economic Development initiatives - Revitalization and Stabilization of Low- and Moderate-Income Areas. Goler's programs and projects are addressing workforce development, affordable housing needs, and healthy eating and living in and throughout Winston Salem/Forsyth County.

Goler's MISSION: is to build an empowered and sustained community that influences its own destiny and supports community economic development efforts throughout the community.

Our objective is to strengthen the community by fostering economic growth, job creation, increased wealth while improving the quality of life for the residents.

Goler is directed by an active Board of Directors that is inclusive of residents, higher education, agriculture, small business, and finance which lends valuable input in decision making. The strategic plan is updated on a regular basis which determines the type of projects that are that are pursued.

Goler has also been involved in a wide range of community services that meet local needs by working with those individuals and residents that are most affected by a variety of social and economic gaps in service. Services and programs such as affordable housing, workforce development, minority business support and healthy food access are the areas of focus.

I.2. Describe the organization's current infrastructure and capacity to deliver the program services or complete the project. Include any relevant current programming and experience providing similar services.

The Program Coordinator is responsible for organizing quality educational and training opportunities that support career development within the information as well as technology workforce. Responsible for the day-to-day operation and management of the program. Oversees all planning, recruitment, execution, monitoring, and reporting activity by performing the following duties.

The Case Manager & Student Support Coach work directly with participants of the TechCareers program in an effort to equip unemployed and underemployed individuals in Forsyth and surrounding counties with the training and support needed to secure gainful employment within the Information Technology industry. The Case Manager serves participants based on their social, academic, and personal needs. These could be related to goal setting, preparedness, or barrier resolution. The Student Support Coach will monitor participant progress in trainings and serve as an advocate

and mentor to support academic, career-related, financial, and personal goals. The position requires regular meetings with participants to set goals, overcome barriers, provide referrals, and complete follow up. The Student Support Coach is also required to use an online data collection tool (Apricot) to document progress and record all pertinent information.

Due to the onset of the Global COVID-19 Pandemic, program staff were required to make adjustments in the enrollment process but were still able to offer the program and training courses virtually. The Program Coordinator worked with Apricot / Social Solutions (data collection tool) to migrate all intake forms to a client facing portal, allowing participants to complete the enrollment process (interest form / application / assessments) and upload required documents from their computer or mobile device. The Program Coordinator currently covers all programmatic services and works to ensure participant engagement and retention are maintained.

The provision of ARPA funds would allow TechCareers to scale the program back to its original pre-Covid operating capacity of 1 Program Coordinator, 1 Case Manager, and 1 Student Support Coach.

I.3. Describe the program/project implementation plan. Include any known barriers to success and how those will be overcome

** Note, the current timeline does not include potential expanded training pathways such as Project Management, Cloud Computing and Software Development courses. **

3/11/22 | COHORT 7 ORIENTATION (Completed)

- All enrollees are required to attend an orientation and complete the Forsyth Futures Program Entry Survey.
- Participants will also attend the Forsyth Tech Career Explorations course as an overview of the industry landscape.
- Participants will then enroll in an IT Fundamentals course through training partners Forsyth Technical Community College.
- The Case Manager will provide support to participants through regular follow up for the duration of training.

3/18/22 – 6/14/22 | COHORT 7 – Forsyth Tech IT Fundamentals+ Course (In Progress)

- Upon completion, students are required to complete the CompTIA IT Fundamentals Certification exam and are provided up to 2 exam vouchers.
- Students are encouraged to attend employability trainings with focus on resume building, interview preparation (including appropriate dress), LinkedIn usage and online job search. Workshops are hosted by TechCareers staff (Program Coordinator, Case Manager, Student Support Coach) and community partners such as The Professional Center by Goodwill of Northwest North Carolina and Dress for Success Winston Salem.
- Upon completion of these trainings, the Case Manager completes a follow up schedule to ensure that participants are actively seeking employment by applying for a minimum of 3 open positions per week.
- The Student Support Coach / Case Manager completes scheduled follow up as a means of continued support. Participants may also be asked to participate in focus groups to gauge satisfaction.

ONGOING – JOB DEVELOPMENT

- The Program Coordinator works with community partners and employers to garner support and partnership commitments.
- The Student Support Coach regularly updates a database of open positions and provides usable job seeking information to participants.
- Upon securing employment, participants are contacted by program staff to determine their satisfaction with the new position. Employers are also contacted to gauge their satisfaction with the employee.
- Continual corporate outreach and fund development
- Case Management Services and Employability Training provided throughout program enrollment

6/1/22 – 8/1/22 | MARKETING, RECRUITMENT & ENROLLMENT [COHORT 8]

9/1/22 – 12/31/22 | MARKETING, RECRUITMENT & ENROLLMENT [COLDFUSION COHORT 1]

Representatives of the TechCareers Program will recruit participants through various outreach methods

- In-Person: introducing the program by word of mouth and providing print materials to interested persons with attention to educational and career-related events and programs if feasible based Covid-19 related restrictions.
- Online: regular posting to both the Goler CDC and TechCareers Facebook pages with targeted advertisements as necessary.
- Press: submit press releases and announcements as necessary to local publications and cable television channels.
- Partnerships: both educational and industry partners are asked to share the program information with persons who may be interested and make referrals.

8/2022 | Tentative ARPA Funding Date

8/16/22 – 10/25/22 | COHORT 8 – Forsyth Tech IT Fundamentals Course (15 Participants - 10 Weeks)

ONGOING – EMPLOYABILITY SKILLS TRAINING & JOB DEVELOPMENT

NOVEMBER 2022 – JANUARY 2023

Completion of Job Placement Outcomes for Cohorts 7 & 8

MARKETING, RECRUITMENT & ENROLLMENT [Cohort 9 & ColdFusion Cohort 1]

02/2023 – 04/2023 | COLDFUSION COHORT 1 – (15 Participants – 12 Weeks)

04/2021 | COHORT 9 IT Fundamentals+ Orientation

04/2023 – 06/2023 | COHORT 10 – Forsyth Tech IT Fundamentals Course (15 Participants - 10 Weeks)

ONGOING – EMPLOYABILITY SKILLS TRAINING & JOB DEVELOPMENT

6/1/23 – 8/1/23 | MARKETING, RECRUITMENT & ENROLLMENT [COHORT 10]

08/2023 – 10/2023 | COHORT 11 – Forsyth Tech IT Fundamentals Course (15 Participants - 10 Weeks)

NOVEMBER – DECEMBER 2023 | Completion of Job Placement Outcomes and Recruitment for ColdFusion Cohort 2

Q1 | COLDFUSION COHORT 2 – (15 Participants – 12 Weeks)

I.3a. Describe the program assessment plan including how the data will be collected for selected performance metrics and any other evaluation tools that will be used to determine program/project success.

During the research phase, evidence-based information was collected to support the theory of significant social and emotional barriers facing unemployed and underemployed individuals. Many traditional workforce development programs only offer education and career counseling, leaving underlying issues unaddressed. Research and pilot findings substantiate the need for an intensive case management model (a best practice standard to build self-esteem, overcome barriers and ready participants for employment). We find that intensive case management is a key component and results in measurable achievements for participants.

J. Impact/Community Need

Completed by gbolden@golercdc.com on 4/25/2022 4:11 PM

Case Id: 15069

Name: Goler Community Development Corporation -

Address: *No Address Assigned

J. Impact/Community Need

Please provide the following information.

Impact/Community needs concern whether or not the proposed project will address an identified need within the community and what the short term (One year) and long term (3 years) impact of this project will be

J1. Describe the identified community need for this project/program. Cite specific data or studies/reports that have identified this as a community need.

According to a 2017 Poverty Study conducted by Forsyth Futures, Forsyth County had a higher unemployment rate than most of its peer communities. There are significant demographic disparities in this unemployment rate. African American residents have unemployment rates that are nearly twice as high as those of Hispanic / Latino residents and three times as high as those of White, non-Hispanic residents. Younger residents: especially between the ages of 16 to 24, are more likely to be unemployed than older residents. The same report provided recommendations for local organizations to improve job / workforce disparities. Of these, TechCareers addresses the following: (#4) Connect local organizations and high schools / technical schools to provide fulfilling destinations to graduates and (#10) Match job trainings / skills programs with local jobs.

The average annual in-state cost of attendance for North Carolina universities and colleges in 2019 was \$10,925. More specifically, the average annual in-state tuition alone for students at Forsyth Technical Community College is \$2,199. TechCareers alleviates the barrier of financial hardship by offering college courses, materials and testing vouchers at no cost to participants. By furnishing private college-style courses with community partners, TechCareers can provide certification training to 25 students at a substantially lower cost than that of a 2- or 4-year degree.

In addition to alleviating the financial barrier, TechCareers also condenses the time commitment required to earn industry-recognized certifications. Many participants cannot commit to Forsyth Tech's 9-, 18- or 24-month programs, as they are seeking a pipeline to rapid employment. Through 10 – 12-week courses, participants can earn certifications and get to work quickly. The program also introduces STEM to a population that may otherwise only consider blue-collar employment opportunities.

The TechCareers program model is structured to suit the needs of traditionally underserved populations through practical trainings, flexible scheduling, referrals to community resources and barrier resolution.

J2. Describe the short-term impacts of the project/program and how they align with the community need identified above.

In addition to alleviating the financial barrier, TechCareers also condenses the time commitment required to earn industry-recognized certifications. Many participants cannot commit to Forsyth Tech's 9-, 18- or 24-month programs as they are seeking a pipeline to rapid employment. Through 10 – 12-week courses, participants can earn certifications and get to work quickly. The program also introduces STEM to a population that may otherwise only consider blue-collar employment opportunities.

J3. Describe the long-term impacts of the project/program and how they align with the community need identified above.

Businesses are changing because of COVID and being able to provide people with simple tools that do not require years

of experience or technical knowledge allows TechCareers takes a “people-first” approach to business development and offers strategies to improve an individual's potential in the workplace and their career trajectory. TechCareers aims to improve participants prospects in life, but also leads to downstream benefits for businesses

There will also be a greater diversity of people and ideas represented in technology to build the next generation of businesses. Through TechCareers we prepare participants with the skills necessary for a specific type of job. It prioritizes the value of ongoing workplace education and skills development, as well as addresses the hiring demands of employers. We employ the following concepts:

*Our program engages participants ongoing

*We focus on specialized training based on our collaborations with business partners

*Ongoing assessments are provided on a regular basis preparing participants for the practices and norms of hiring companies.

J4. Referencing previous section on outcomes, describe how the impacts noted above will be measured.

TechCareers uses a project management plan to identify and work toward target outcomes. An independent evaluator (Forsyth Futures) has assessed the program based on the completion of these goals. The program pilot is used as a credible and established methodology for projecting program outcomes. By using pilot success rates, feasible target outcomes can be established for future cohorts. Success will be measured by satisfied outcomes related to number of participants served, improved, and employed.

K. Funding Stability

Completed by gbolden@golercdc.com on 4/25/2022 4:41 PM

Case Id: 15069

Name: Goler Community Development Corporation -

Address: *No Address Assigned

K. Funding Stability

Please provide the following information.

Funding stability is an assessment of both the organization's annual funding and the planned funding mechanism for the project/program from grants, donations, sales, and other income generators. To the extent possible, the City wishes to ensure applying entities have sustainable funding sources outside the City's ARPA allocation. An entity will be deemed as having superior funding stability if it demonstrates at least three years of sustainable grant, contribution, and/or fee-based revenues to cover operating costs. The entity must also demonstrate commitments from other organizations to cover the full cost of project deficits or future-year operating costs (in combination with realistic fee-based revenue assumptions).

K.1. Have your organization's operating revenues covered operating expenses the last three years?

Yes

K.2. Approximately what percentage of your organization's total budget is covered by competitive grants that you must re-apply for?

80.00 %

K.3. What percentage of your project/program's budget is covered by City ARPA funds as part of this request?

87.00 %

K.4. Please provide narrative on funding for this program after City ARPA funding has been exhausted.

TechCareers sustainability is dependent on building additional relationships with local business that are willing to hire and train our graduates and offer financial support to the program's existence. To date the Program Director has built lasting relationships with academic, business, governmental, and civic partners that wholeheartedly support our project and has hired several of our graduates.

Goler plans on leveraging grant funds to attract additional corporate sponsorship, as well as partnering with a mid-sized regional Managed Information Technology Services company to start a for-profit business that will hire graduates of the program if they want to take the career services route. This partnership would allow Goler to staff a local Data Center(s) in underserved communities in Winston-Salem with local residents and TechCareers graduates and procure contracts with local providers.

K.5. Please attach commitment letters from other organizations showing financial support for the project/program.



Commitment Letters

Truist Endorsement for TechCareers ARPA WS Proposal.pdf

Goler CDC TechCareers ARPA Support Letters - Partners 2022 - 2024.pdf

L. Representation

Completed by gbolden@golercdc.com on 4/20/2022 3:53 PM

Case Id: 15069

Name: Goler Community Development Corporation -

Address: *No Address Assigned

L. Representation

Please provide the following information.

Representation deals with how diverse an organizations leadership is compared with community demographics, which includes Winston-Salem's race/ethnic backgrounds as well as gender. Local non-profit organizations should reflect the communities they serve. Since organizations are requesting to receive ARPA funding through the City, we must ensure these entities hold themselves accountable to having diverse staff and leadership panels

L.1. Provide a list of board members including the race, ethnicity, and gender identification for each member.

Name	Race	Ethnicity	Gender Identification
Fred Phifer	Black	African American	Male
Ron Fisher	Black	African American	Male
Garland Burton	Black	African American	Male
Alana James	Black	African American	Female
Mary Jac Brenan	White	White	Female
Cornelius Graves, JD	Black	African American	Male

M. Required Documents

Completed by gbolden@golercdc.com on 4/21/2022 1:07 PM

Case Id: 15069

Name: Goler Community Development Corporation -

Address: *No Address Assigned

M. Required Documents

Please provide the following information.

For North Carolina Secretary of State - Current and Active Status, [Click Here](#)

Documentation

Code of Conduct/Conflict of Interest Policy *Required

Goler Conflict of Interest Policy.pdf

Copy of the agency's latest 990 Form as submitted to the Internal Revenue Service *Required

GolerCommunityDevelopmentCorporation 2020 990 final.pdf

Organization By-Laws *Required

Goler Bylaws.pdf

Articles of Incorporation *Required

Goler Articles of Incorporation.pdf

Organization Policies (including personnel, formal non-discrimination, procurement, accounting, etc) *Required

Goler Financial Management Policy - 2021.doc

IRS 501(c)3 Designation Letter *Required

IRS Letter.pdf

Most recent audited financial statements or a third-party review *Required

Goler Audit Report FYE 2019.pdf

North Carolina Secretary of State - Current and Active Status *Required

Goler NC Secretary of State Status.pdf

N. Submit

Completed by gbolden@golercdc.com on 4/25/2022 4:41 PM

Case Id: 15069

Name: Goler Community Development Corporation -

Address: *No Address Assigned

N. Submit

Please provide the following information.

I certify that all information entered into this application is true.

Michael Suggs

Electronically signed by gbolden@golercdc.com on 4/25/2022 4:41 PM

04/25/2022