

Detroit Registered Apprenticeship Program (D-RAP): A Partnership Model for Success



U.S. Conference of Mayors
Workforce Development Council
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Pamela J. Moore
President and CEO

David Baker Lewis
Chair, Detroit Workforce Development Board
Cal Sharp
Chair, Detroit Employment Solutions Corporation Board

Constructing a High-Performance Organization

- On July 1, 2012, DESC, a Michigan Non-Profit 501c3, became the administrative and fiscal agent for the City's Detroit Workforce Development Board (DWDB) appointed by Mayor Duggan.
- Mission: *Revitalize Detroit* by cultivating local workforce talent to align with the needs of the business community through partnerships with key workforce agencies, faith- and community-based organizations, education and training institutions, philanthropic, economic development and government entities.
- In an effort to establish ourselves as a high-performing agency, DESC has focused on four key objectives:



- ✓ Saved 30%+ in Operating Costs
- ✓ Using and Creating National Best Practices
- ✓ Meeting and Exceeding Federal Performance Outcomes
- ✓ Visitors have doubled, Placements tripled

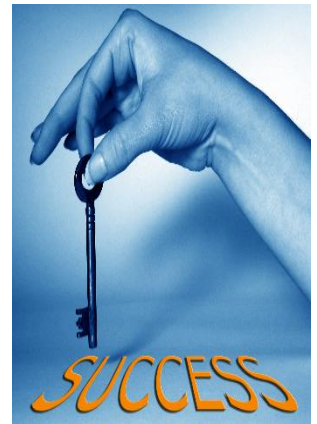
Detroit Registered Apprenticeship Pilot Program (D-RAPP) Vision and Keys to Success

Created in early 2012 by a partnership comprised of the State of Michigan's Workforce Development Agency, the US Department of Labor's Michigan Office of Apprenticeship, and the City of Detroit's Workforce Development Board. D-RAPP was designed to recruit and prepare Detroit residents with marketable skills, allowing them to earn and learn in high-demand fields while positioning them on a sustainable career path.

Goal: 20 placements by Spring 2013

Keys to Success:

- Interactive planning with coordinating agencies, partners and sponsors
- Sponsor-driven criteria
- Effective testing and assessment tools
- Selection of qualified individuals
- Subsidized readiness training
- Ongoing communication between all partners
- Managed expectations



Lessons Learned

- **R-CAR (Road Construction Apprentice Readiness Program)**
 - (2008-2010) – Readiness training for new job opportunities in the Construction field. 374 participants.
- **E-CAR (Energy Conservation Apprentice Readiness Program)**
 - (2008 – 2011) – Readiness training for new job opportunities in the Energy Sector. 200 participants.
- **MRAPP (Michigan Registered Apprenticeship Pilot Program)**
 - (2009) – \$1M incentive in Workforce Investment Act / American Recovery and Reinvestment Act funding to employers to sponsor USDOL registered apprentices. 283 apprentices, 30 occupations.



Capacity and Customers Served

- **Capacity**
 - 40 FTEs
 - 15 Service Providers
- **Program Year 2013-14 Customers Served**
~ 40,000
- **5 American Job Center Locations**
(formerly known as One-Stop Service Centers)

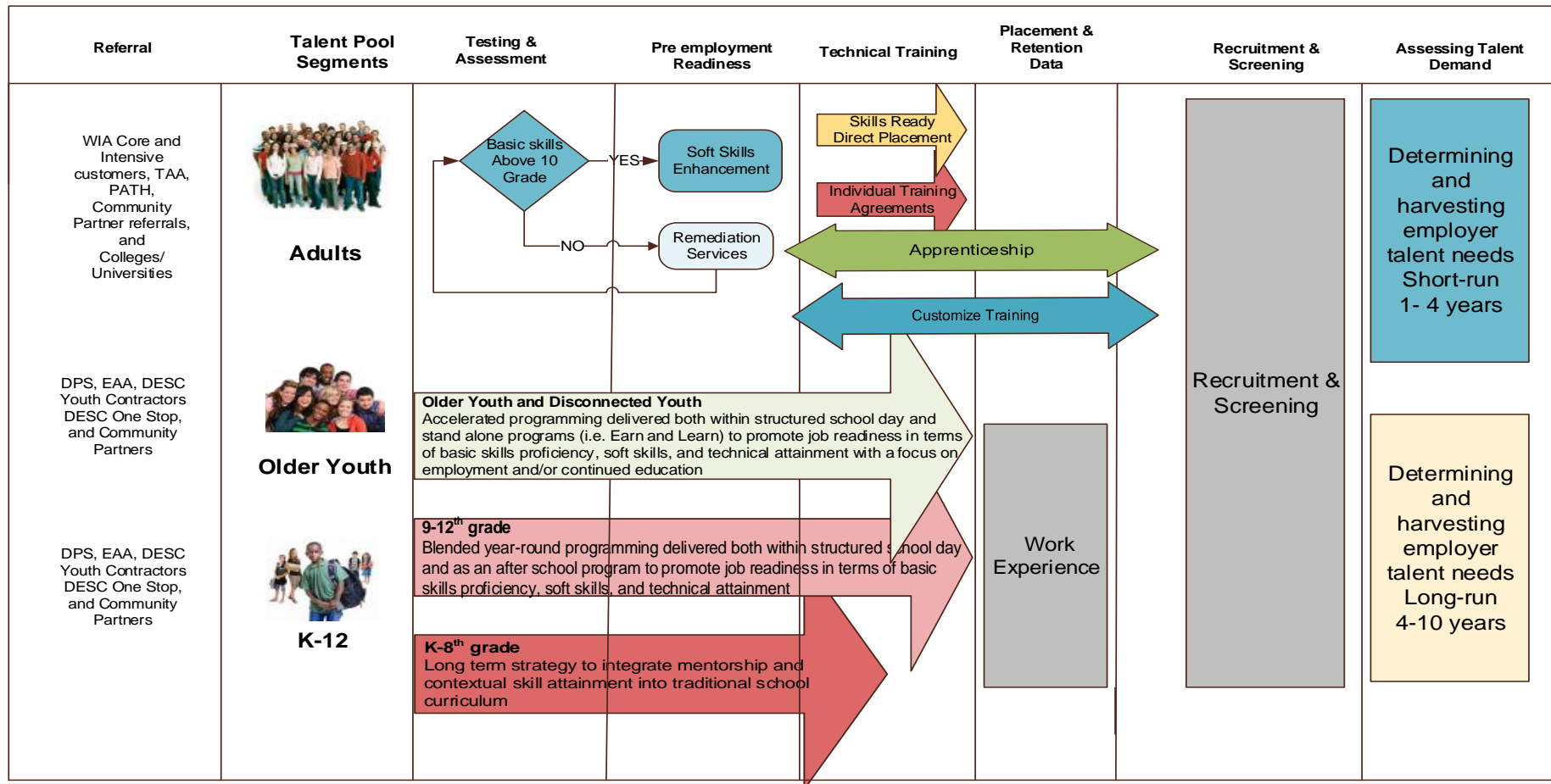


Mayor, Mike Duggan

Detroit Employment Solutions Supply and Demand Service Model

DESC Job Seeker Services

DESC Business/Placement Services



Partner Engagement

New Partners

Brookins Construction Trade School

Kacent Culinary Institute

HERCo Construction

Initial Partners

CVS Caremark

Detroit Carpentry

Detroit Electrical JATC/IBEW

Hart & Associates

Michigan Department of Transportation

Michigan Laborers

Operating Engineers

United Auto Workers

New Work Readiness Structure

Hours	60-Hour Work Readiness	100-Hour Work Readiness	240-Hour Work Readiness
Occupations	IT, Healthcare, Transportation, Hospitality, Culinary	Construction	Carpentry, Electrical, Plumbing, Masonry
Work Readiness Components	DRAP Work Readiness Curriculum + Customer Service Credential	40-Hour Curriculum + 60 Contextualized Construction Training	240-Hours technical Training (Blueprint Reading, Shop Math, etc...)

Examples of Apprentice Payment Structures

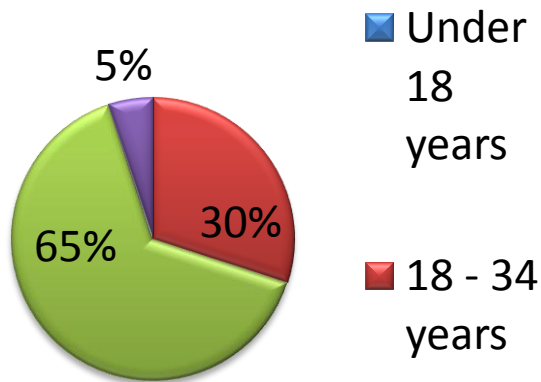
Apprentice Track	Median Wage	Projected Growth Rate	Participant Stipend	DESC ITA Payments	Employer Training Supports	Supports Payout Term
Culinary	\$13.61	+7%	\$600	\$2,000 OR \$1,000		1 year
CDL-A Drivers	\$18.05	+11%	\$600	\$4,000	\$3,000	1 year
CNA/PCT	\$12.34	+14%	\$600	\$1,500	\$1,000	1 year
IT	\$20.81	+15%	\$600	\$5,000	\$4,000	2 Years
Level I Skilled Trades	\$16.69	+11%	\$600	\$1,500 AND \$5,000		3 Years
Level II Skilled Trades	\$19.79	+9%	\$1,500	\$4,000	\$5,000	3 Years

Participant Activity

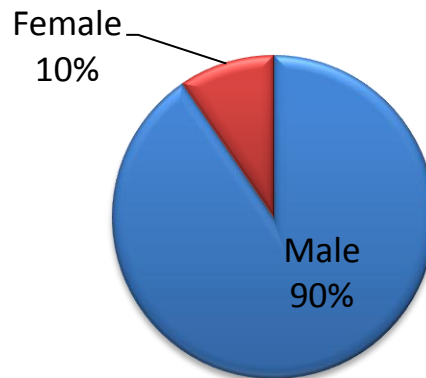
2012-13 Goal	20
Currently In Training	20
Current Apprentices	102
Placement Rate	89%

Candidate Profile

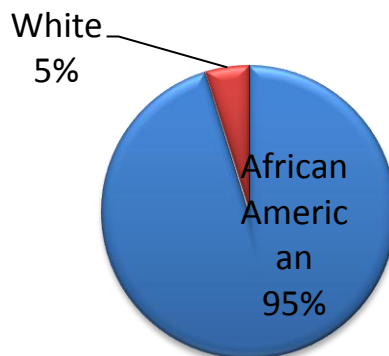
Participant Age (Median Age = 39 years)



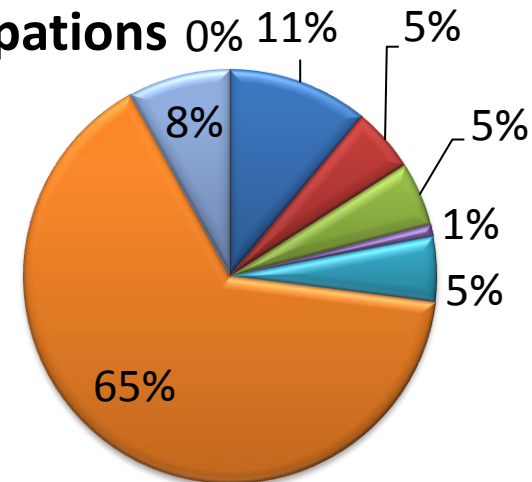
Gender



Race



Occupations



- Electrical
- Carpentry
- Laborers
- CVS
- Operating Engineers
- Construction
- Culinary

D-RAP 2014 PROJECTED BUDGET

Budget Line Item	Total Training Cost (300 Participants)	Total Cost Per Participant
Recruitment Staff Expenses (Screening, Career Advisor, Manager)	\$162,000	\$540
Skills Assessment Exams	\$99,300	\$331
Readiness Trainer	\$120,000	\$400
Readiness Materials	\$20,100	\$67
Total Staffing and Supply Costs	\$401,400	\$1,338
Participant Subsidy	\$375,000	\$1,250
Participant Supportive Services	\$300,000	\$1,000
ITA Costs	\$525,000	\$1,750
Total Participant Costs	\$1,200,000	\$4,000
TOTAL STAFFING & PARTICIPANT COSTS	\$1,601,400	\$5,338
Sponsor Incentives (39 Employer Sponsors)	\$78,000	\$2,000 (per Sponsor)
Total D-RAP Program Costs	\$1,679,400	

New Opportunities

I. K-12 Partnerships

- Career Awareness and Readiness Equals Success (CARES)

II. Major 2014 Projects

- Detroit Future City
- Blight Projects
- Olympia Entertainment
- M1 Rail
- New International Trade Crossing



HIREDETROIT!



December 12, 2013

Northwest Activities Center

U.S. Secretaries Tom Perez (Labor) and Arne Duncan (Education) attended



A Michigan Works! Agency

White House Visit

Vice President Biden and Pamela Moore



Serving Citizens Across the City

One Stop Service Center Locations

- Northwest Activities Center
18100 Meyers, Detroit, MI 48235
- Samaritan Center
5555 Conner, Detroit, MI 48213
- SER Metro
9301 Michigan Avenue, Detroit, MI 48210



HIREDetroit!

**The talent you want.
The skills you need.
The name to know.**

Building Detroit Means Building Detroiters



Satellite Offices

- DPS Adult Education Center (West Campus)
16164 Asbury Park, Detroit, MI 48235
- DPS Adult Education Center (East Campus)
13840 Lappin St., Detroit, MI 48205

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A Michigan Works! Agency