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

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Chair, Detroit Workforce Development Board

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Chair, Detroit Employment Solutions Corporation Board

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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)**

• **E-CAR (Energy Conservation Apprentice Readiness Program)**

• **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 Serviced**
  ~ 40,000

- **5 American Job Center Locations**
  (formerly known as One-Stop Service Centers)
**Detroit Employment Solutions**

**Supply and Demand Service Model**

### DESC Job Seeker Services

<table>
<thead>
<tr>
<th>Referral</th>
<th>Talent Pool Segments</th>
<th>Testing &amp; Assessment</th>
<th>Pre employment Readiness</th>
<th>Technical Training</th>
<th>Placement &amp; Retention Data</th>
<th>Recruitment &amp; Screening</th>
<th>Assessing Talent Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIA Core and Intensive customers, TAA, PATH, Community Partner referrals, and Colleges/Universities</td>
<td>Adults</td>
<td>Basic skills Above 10 Grade</td>
<td>YES</td>
<td>Soft Skills Enhancement</td>
<td>Skills Ready Direct Placement</td>
<td>Recruitment &amp; Screening</td>
<td>Determining and harvesting employer talent needs Short-run 1-4 years</td>
</tr>
<tr>
<td>DPS, EAA, DESC Youth Contractors DESC One Stop, and Community Partners</td>
<td>Older Youth and Disconnected Youth</td>
<td>Accelerated programming delivered both within structured school day and stand alone programs (i.e. Earn and Learn) to promote job readiness in terms of basic skills proficiency, soft skills, and technical attainment with a focus on employment and/or continued education</td>
<td>Remediation Services</td>
<td>Individual Training Agreements</td>
<td>Apprenticeship</td>
<td>Work Experience</td>
<td></td>
</tr>
<tr>
<td>DPS, EAA, DESC Youth Contractors DESC One Stop, and Community Partners</td>
<td>K-12</td>
<td>9-12th grade</td>
<td>Blended year-round programming delivered both within structured school day and as an after school program to promote job readiness in terms of basic skills proficiency, soft skills, and technical attainment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>K-8th grade</strong></td>
<td>Long term strategy to integrate mentorship and contextual skill attainment into traditional school curriculum</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**DESC Business/Placement Services**

- Recruitment & Screening
- Assessing Talent Demand

**DPS, EAA, DESC Youth Contractors DESC One Stop, and Community Partners**
# 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

<table>
<thead>
<tr>
<th>Hours</th>
<th>60-Hour Work Readiness</th>
<th>100-Hour Work Readiness</th>
<th>240-Hour Work Readiness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupations</td>
<td>IT, Healthcare,</td>
<td>Construction</td>
<td>Carpentry, Electrical,</td>
</tr>
<tr>
<td></td>
<td>Transportation,</td>
<td></td>
<td>Plumbing, Masonry</td>
</tr>
<tr>
<td></td>
<td>Hospitality,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Culinary</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work Readiness</td>
<td>DRAP Work Readiness</td>
<td>40-Hour Curriculum + 60</td>
<td>240-Hours technical</td>
</tr>
<tr>
<td>Components</td>
<td>Curriculum + Customer Service Credential</td>
<td>Contextualized Construction Training</td>
<td>training (Blueprint Reading, Shop Math, etc...)</td>
</tr>
</tbody>
</table>
## Examples of Apprentice Payment Structures

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-13 Goal</td>
<td>20</td>
</tr>
<tr>
<td>Currently In Training</td>
<td>20</td>
</tr>
<tr>
<td>Current Apprentices</td>
<td>102</td>
</tr>
<tr>
<td>Placement Rate</td>
<td>89%</td>
</tr>
</tbody>
</table>
Candidate Profile

Participant Age
(Median Age = 39 years)

- Under 18 years: 5%
- 18 - 34 years: 65%
- 30%

Gender

- Male: 90%
- Female: 10%

Race

- African American: 95%
- White: 5%

Occupations

- 65%
- Electrical: 0%
- Carpentry: 11%
- Laborers: 5%
- CVS: 5%
- Operating Engineers: 5%
- Construction: 5%
- Culinary: 5%
## D-RAP 2014 PROJECTED BUDGET

<table>
<thead>
<tr>
<th>Budget Line Item</th>
<th>Total Training Cost (300 Participants)</th>
<th>Total Cost Per Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruitment Staff Expenses (Screening, Career Advisor, Manager)</td>
<td>$162,000</td>
<td>$540</td>
</tr>
<tr>
<td>Skills Assessment Exams</td>
<td>$99,300</td>
<td>$331</td>
</tr>
<tr>
<td>Readiness Trainer</td>
<td>$120,000</td>
<td>$400</td>
</tr>
<tr>
<td>Readiness Materials</td>
<td>$20,100</td>
<td>$67</td>
</tr>
<tr>
<td><strong>Total Staffing and Supply Costs</strong></td>
<td><strong>$401,400</strong></td>
<td><strong>$1,338</strong></td>
</tr>
<tr>
<td>Participant Subsidy</td>
<td>$375,000</td>
<td>$1,250</td>
</tr>
<tr>
<td>Participant Supportive Services</td>
<td>$300,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>ITA Costs</td>
<td>$525,000</td>
<td>$1,750</td>
</tr>
<tr>
<td><strong>Total Participant Costs</strong></td>
<td><strong>$1,200,000</strong></td>
<td><strong>$4,000</strong></td>
</tr>
<tr>
<td><strong>TOTAL STAFFING &amp; PARTICIPANT COSTS</strong></td>
<td><strong>$1,601,400</strong></td>
<td><strong>$5,338</strong></td>
</tr>
<tr>
<td>Sponsor Incentives (39 Employer Sponsors)</td>
<td>$78,000</td>
<td>$2,000 (per Sponsor)</td>
</tr>
<tr>
<td><strong>Total D-RAP Program Costs</strong></td>
<td><strong>$1,679,400</strong></td>
<td></td>
</tr>
</tbody>
</table>
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
December 12, 2013
Northwest Activities Center
U.S. Secretaries Tom Perez (Labor) and Arne Duncan (Education) attended
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

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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