Engaging Banks in Workforce Development: Part Two

March 29, 2018

Organized by the Federal Reserve Banks of Dallas and Kansas City

The Connecting Communities® audio conference series is a Federal Reserve System initiative intended to provide timely information on emerging and important community and economic development topics with a national audience. The audio conference series complements existing Federal Reserve Community Development outreach initiatives that are conducted through our regional Reserve Bank offices and at the Federal Reserve Board of Governors in Washington, D.C.
Welcome

Thank you for attending today’s session. How to join (remember, this session is being recorded)

- Call-in number: 888-625-5230
- Conference code: 6173-6083#
- Webinar link: https://www.webcaster4.com/Webcast/Page/584/24691

You have two options to ask questions today:
*These questions may be part of the recorded archive for this session.*

- Email us at: communities@stls.frb.org.
- Type your question into the chat box of the webinar.

An archived recording of this session will be available on the Connecting Communities® web site shortly after the session ends. Please visit https://bsr.stlouisfed.org/connectingCommunities

In connection with this session, you can find a variety of additional resources on this topic, available at www.fedcommunities.org. We encourage you to browse through this site and to contact your regional office if you would like additional information on any of these items.
Legal Notices and Disclaimer

The information, analyses, and conclusions set forth are those of the presenters and do not necessarily indicate concurrence by the Board of Governors of the Federal Reserve System, the Federal Reserve Banks, or members of their staffs.
Community Development

The Community Development (CD) function within the Federal Reserve System – consisting of individual departments at each of the 12 Federal Reserve Banks, as well as at the Board of Governors – promotes economic growth and financial stability for low- and moderate-income (LMI) communities and individuals through a range of activities, including:

- **Convening stakeholders**, including practitioners, financial institutions, nonprofits, governmental agencies, and the philanthropic and private sectors
- **Conducting and sharing research** to examine economic challenges facing LMI communities and attendant policy implications
- **Identifying emerging issues**
Today’s Presenters and Agenda

• Presenters:
  – Steven Shepelwich, Senior CD Advisor, Federal Reserve Bank of Kansas City
  – Andrea Stiles Pullas, Director, Career Development, Mi Casa Resource Center
  – Barbara Mahnen, Human Resources Partner, Bank of America, Denver Market
  – Priscilla Alvarez, Executive Director, VIDA
  – Rubén Ramos, Vice President of Community Relations, BBVA Compass, Texas Border Region

• The following will be discussed:
  – “Engaging Workforce Development: A Framework for Meeting CRA Obligations”: How banks can engage in workforce development to help them fulfill their obligations under the Community Reinvestment Act (CRA)
  – Mi Casa Resource Center and Bank of America’s partnership
  – VIDA and BBVA Compass’s partnership
Engaging Workforce Development: A Framework for Meeting CRA Obligations

Steven Shepelwich
Senior CD Advisor
Federal Reserve Bank of Kansas City
Oklahoma City, Oklahoma
steven.shepelwich@kc.frb.org
Engaging Workforce Development: A Framework for Meeting CRA Obligations

• Banks have obligations to engage in CD activities (loans, investments, and services) under the CRA.
• Workforce development is an eligible activity, but there is little common awareness or direct involvement by banks and workforce programs.
• The July 2016 CRA Q&A explicitly mentions workforce development:
  – “... economic development initiatives include provisions for creating or improving access by LMI persons to jobs or to job training or workforce development programs” and access to day care and other supportive services.
• New workforce legislation, the Workforce Innovation and Opportunity Act, opens the door for increased partnership.
Engaging Workforce Development: A Framework for Meeting CRA Obligations (continued)

• Engaging Workforce Development published:
  – Federal Reserve Banks of Dallas and Kansas City, 2016
  – www.kansascityfed.org/community/workforce

• Provides a guide for bankers and partners:
  – Overviews of workforce development field
  – Frameworks for developing strategies
  – Case studies
  – Templates for banks
  – Appendices:
    • CRA resources formatted as FAQs
    • Resources, such as publications, websites, conference materials
    • Synopsis of recognized workforce organizations and programs

• Training for examiners; outreach
Andrea Stiles Pullas
Director, Career Development
Mi Casa Resource Center
Denver, Colorado
astiles@micasaresourcecenter.org
Barbara Mahnen
Market Human Resources Partner
Bank of America, Denver Market
Denver, Colorado
Barbara.mahnen@bankofamerica.com
Our mission:
To advance the economic success of families with limited opportunities, as an organization grounded in our Latino heritage.

Nathan Dominguez
Graduated from Mi Casa’s Financial Services Skills Training in 2016
How Bank of America Partners with Mi Casa

• **We support:** We support Mi Casa financially with grants and sponsorships and have been a partner for the past four years.

• **We volunteer:** Our employees provide expertise and help us to meet our CD service requirements:
  – Guest speakers in classroom on financial services topics
  – Mock interviews and resume tips
  – Networking activities
  – Member of advisory board

• **We hire:** Our talent acquisition teams work closely with Mi Casa by hiring qualified graduates of the financial services program.
VIDA and BBVA Compass

Priscilla Alvarez
Executive Director, VIDA
palvarez@vidacareers.org

Rubén Ramos
Vice President of Community Relations,
BBVA Compass, Texas Border Region
ruben.ramos@bbva.com
VIDA/BBVA Compass
Financial Literacy Workshops

• VIDA overview:
  – Since 1995: Helping the economically disadvantaged adult population obtain post-secondary credentials to effectively compete for high-wage jobs in the Rio Grande Valley
  – Serves a four-county area: Willacy, Cameron, Hidalgo, Starr (a region with one of the highest poverty rates in the country)
  – Educational training partners: Local university and community colleges
  – Provides wrap-around services: Tuition, books, tools, childcare, transportation, intensive case management
  – Case management: Develop training plans, identify academic goals, identify and address barriers to success
VIDA/BBVA Compass Financial Literacy Workshops (continued)

- Local impact:
  - For every dollar invested in our program, $12.12 is returned to communities (2015 Economic Impact Study by University of Texas – Pan American)
  - PACE study: Earned more college credits, enrolled in college full-time at a greater rate, and earned more college credentials
  - 2016–2017 summary:
    - Served 545 valley residents:
      - 61 percent between ages of 25–50
      - 68 percent female
      - 95 percent below poverty level, unemployed, or on public assistance
      - 35 percent single parents
      - 46 percent with two or more dependents in the household
    - Graduates’ reported average wage: $45,552
402 Economically Disadvantaged Adults Served

Average Salary Reported Upon Graduation
as of March 16, 2016

$35,100.00

FY 2017–2018
At a Glance

- 62% Between the Ages of 25-50
- 69% Female
- 96% Below Poverty Level, Unemployed, or on Public Assistance
- 36% Single Parents
- 44% 2 or more Dependents in Household

CREDENTIAL ANALYSIS

ACTIVE STUDENTS

<table>
<thead>
<tr>
<th>Marketable Skills</th>
<th>Certificate</th>
<th>Associates</th>
<th>Bachelors</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>15%</td>
<td>73%</td>
<td>9%</td>
</tr>
</tbody>
</table>

GRADUATES/COMPLETERS

<table>
<thead>
<tr>
<th>Marketable Skills</th>
<th>Certificate</th>
<th>Associates</th>
<th>Bachelors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2%</td>
<td>26%</td>
<td>62%</td>
<td>10%</td>
</tr>
</tbody>
</table>

PROGRAM OF STUDY
BY INDUSTRY

- Allied Health: 55%
- Educational/Social Services: 20%
- Specialized Trades: 9%
- STEM: 9%
- Business: 5%
- Manufacturing: 1%

Financial Eligibility

- 33% Public Assistance
- 21% Unemployed
- 42% Low Income
- 4% UnderEmployed

Participant Age

- Ages 19-24: 35%
- Ages 25-34: 39%
- Ages 35-50: 24%
- Ages 51-70: 2%

Persistence = 94%
Total Served = 402

For every one dollar invested there is a return of $12.12 to the communities we serve

(Economic Impact Study 2015 - University of Texas Pan American, Data & Information Systems Center)
• Mutual desire to promote economic growth and financial stability in our communities
• Use the financial and technical expertise of BBVA Compass team members to advance the future careers of VIDA graduates
• Introduction of the BBVA Compass Center for Financial Education curriculum, which includes personal finance, small business, and home buyer education modules
• A new approach to bank-wide volunteerism, providing solutions to specific community needs and aligning with the Federal Reserve Bank’s 2017 publication, Engaging Workforce Development – A Framework for Meeting CRA Obligations
• Enhance our strategic partnership with community partner VIDA
• 2016–2017: Executed financial education workshops in both Hidalgo and Cameron Counties
• 2018: Confirmed quarterly financial education workshops in both assessment areas
Questions?

You have two options to ask questions today:

1. Email us at communities@stls.frb.org
2. Click the “Ask Question” button in the webinar
Thank you to today’s presenters and to all participants for joining this session.

Next steps:

- All session materials are available on our website, and, in the next few days, we will post an audio file of today’s session.
- If you have topical suggestions for future sessions or any questions about this program, please feel free to contact us at communities@stls.frb.org.
- Information about future sessions will be posted on our website, along with archived materials from past sessions: https://bsr.stlouisfed.org/connectingCommunities
In connection with this session, you can find a variety of additional resources on this topic available at www.fedcommunities.org.

It provides an array of practical resources to help you in your role as a community development professional, whether your work involves supporting people, places, the policy and practice of community development, or small business development.