



Team Value Proposition Exercise - Results

On July 10, 2024, Round One grantees from Critical Sectors met for the [2024 Virtual Peer-to-Peer Intensive](#) and participated in the Team Value Proposition Exercise. This activity is available in the Job Quality Starter Guide on the [Advancing Job Quality page](#). Below are the accessible results.

Who -> Target Customers

Room 2

1. Hospitality sector business along the Oregon coast
2. We focus on all vulnerable populations interested in Hospitality culinary careers in Phoenix, Chicago, Baltimore, and Philadelphia.
3. Seeking to move BIPOC and low-wage workers into higher-paying jobs within the industry or along a career pathway - could be non-traditional.

Room 3

1. Ellen Vera: Our job quality work aims to help small to medium-sized minority, women, and blue-collar led energy efficiency, electrical & solar contractors, and HVAC installers
2. Ryan - OR Coast Small and Medium-sized hospitality businesses should create higher quality jobs that attract talent to the industry.
3. Our job quality work aims to help early care educators and other care workers serving children 0-5 years old and their child care businesses, agencies, and employers.
4. Our job quality work aims to help underrepresented hospitality workers and future hospitality workers to obtain good jobs with family-sustaining wages by providing training and supportive services and working with IAB to incorporate workers' voice.
5. A variation on Ellen's - Our job quality work aims to support people who have been historically excluded to get into green construction jobs (electric, HVAC, energy efficiency, solar) and achieve family-sustaining jobs with worker voice by helping small green construction firms grow through a shared service cooperative, creation of a new residential focused green construction apprenticeship,

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through the establishment of a community purchasing alliance that will adopt a procurement policy to support good quality jobs that do green construction. We will utilize all the levers.

Room 4

1. HTA- Future Line Cook Apprentices in PHX, BAL, PHI, and CHI areas (85% from targeted populations including BIPOC, Immigrants/Refugees, low-income and disconnected Young Adults, survivors of human trafficking, and groups disproportionately impacted by the pandemic); Local Unions/Employer Consortiums; Local WDBs
2. PGE - underrepresented populations in the energy and construction sectors, specifically those from women and BIPOC communities and those involved in the justice system
3. Tampa Bay Academy of Hope:
Individuals/youth looking to start their careers with a focus on sustainability and climate resilience. Recent graduates who are looking for industries impacted by economic/environmental policies. Minorities/underrepresented populations to ensure equity in emerging green jobs.
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What -> Reduce Painpoints

Room 2

1. There are not a lot of CTE programs for culinary
2. Outcommuting patterns are larger than in-community patterns
3. The perception that jobs are low-wage
4. Wage Disparity in the region
5. Job quality/wages for instructors
6. Finding instructors
7. Lack of awareness of career pathways
8. The skilled workforce is lacking
9. Work authorization/documents
10. Benefit cliff challenge
11. Perception of the labor market

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Room 3

1. EDvance - Anna notes that reducing barriers to college entry includes the time of courses, language of courses, and lack of awareness that ECE work CAN be of high quality.
Students graduate debt-free
2. Lane Wkfc Partnership: Create easy-to-implement tools that apply to their companies; Lack of awareness that the hospitality industry has some good jobs- and we're making more.
3. Co-Op Cincy: Pain Points - to address the lack of diverse workers and help smaller minority-owned businesses to flourish, lack of trained people, lack of processes, and individual lack of awareness of green construction opportunities that exist; also from a customer's POV, there is a lack of awareness of the many opportunities provided by the IRA; overall stakeholder level on individual contractors level.
4. Serve MKE: Address Participants' needs for wholistic wrap-around services;

Room 4

1. HTA- participants->Low wage jobs;
Employers-> lack of skilled workforce; Local WDBs-> lack of proven training that results in quick job placement in good jobs for those without a college degree
2. PGE - Lack of awareness of the breadth of careers that exist
3. Civic Works: The key challenge facing the climate resiliency sector in Baltimore is the lack of family-sustaining jobs, especially for underserved communities. Many available positions do not provide living wages, benefits, or stable career paths, limiting economic mobility.
4. Tampa Bay: Matching skills taught in training programs with the actual needs of employers.

What -> Achieve Aspirations

Room 2

1. Accreditation certification - provides standards of skills and validations and increases wages.
2. Family-wide impact of a good job, community-wide impact
3. Training your own workforce has a lot of benefits
4. Removing barriers to employment
5. Better utilization of resources

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6. Education can increase resources for people.

Community colleges can offer a lot.

7. Reduce turnover

8. ROI for business

9. Moving off of benefits

10. Pride in work and inspiration