



*Poverty is not a lack of character.
Poverty is a lack of cash.*

--- Rutger Bregman, Historian

WEALTH

Wealth Impact Table (WIT) Mission Statement

The Wealth Impact Table seeks to develop a robust summer and year-round youth employment system in Oakland, while expanding and enhancing programs that increase capacity for asset building, with a particular focus on opportunities for boys and young men of color.

Wealth Impact Table Structure

Steering Committee

Co-Chairs:

Vice Mayor **Annie Campbell-Washington**, City Council, District 4

Jose Corona, Director of Equity & Strategic Partnerships, Office of the Mayor

Stephen Baiter, Executive Director, Oakland Workforce Development Board

Project Manager: **Sophia V. Rodriguez**

**Business
Engagement
&
Fundraising**

**Program
Services
Design**

**Platform
Development**

**Asset
Creation**

Strategies and Alignment: Working Groups

- **Business Engagement & Fundraising**

- **Objectives:** Provide direct input from the field and insight around what skills and knowledge are currently being sought, Develop key points of information employers should receive during orientation for hiring a youth during the summer, Leverage the relationships and resources present to increase job sites for youth and funding for more subsidized positions
- **Members:** Employers and those that directly engage with business and industry partners, Philanthropy

- **Program Services Design**

- **Objectives:** Improve the summer jobs program so there is greater capacity for onboarding youth, Enhance training youth receive by sharing promising practices among community based organizations, Improve relationships with service providers by including them in codesigning process of summer program
- **Members:** Department and agency representatives that provide funding and administration around youth summer employment opportunities

Strategies and Alignment: Working Groups (contd.)

- **Asset Creation**

- **Objectives:** Develop a roadmap for points of intervention for Oakland youth to receive financial wellness training and planning, Provide input around research and curriculum development, Develop a potential pilot project to be implemented
- **Members:** Financial capability advocates and those working on asset building initiatives

- **Platform Development**

- **Objectives:** Design a user interface for youth to independently access information and resources, Share various platforms in development by different stakeholders to compare target audiences and identify gaps in services
- **Members:** Organizations that have developed online platforms to increase opportunities for youth

Wealth Impact Table Member Organizations

- Economic & Workforce Development Dept, City of Oakland
- Human Services Dept, City of Oakland
- Oakland Fund for Children & Youth (OFCY)
- Oakland Housing Authority
- Civic Design Lab (CDL), City of Oakland's Office of Resiliency
- Oakland Chamber of Commerce
- Bay Area Council
- Oakland Unified School District (OUSD)
- Oakland Workforce Development Board (OWDB)
- Snagajob
- East Bay Community Foundation
- First 5 Alameda County
- Kaiser Permanente
- East Bay College Fund
- Oakland Promise College Savings Initiatives/Brilliant Baby
- UC Berkeley, Dept of Public Health
- Leaders Up
- AC County Social Services
- Alternatives in Action
- Port of Oakland
- AC County Office of Education
- Idea Builder Labs
- Greenlining Institute
- Community Financial Resources

Wealth Impact Table's Commitment to Our Chosen Indicators*

ESTABLISHED WEALTH INDICATORS

WEALTH

Families are economically stable and youth succeed after high school

- % residents **earning a living wage** (>200% FPL)
- % **youth that are disconnected** (ages 16-24 years not in school or working)
- Median family assets

WIT CHOSEN INDICATORS

WEALTH IT

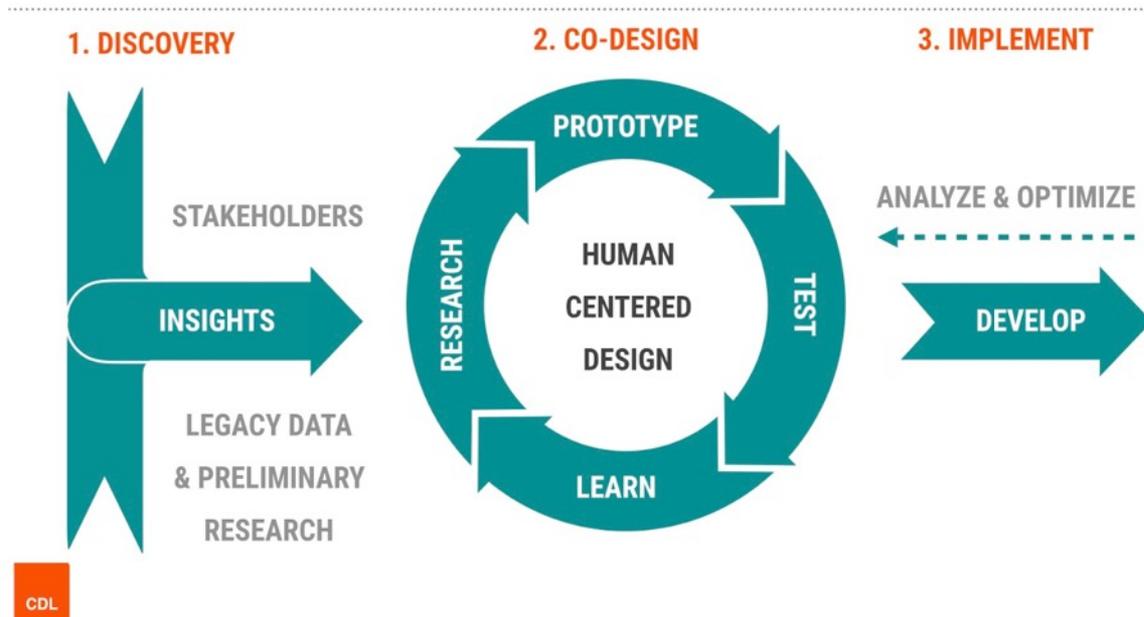
Families are economically stable and youth succeed after high school

- % residents below poverty level in the past 12 months
- % of families living in asset poverty
- % of Oakland youth ages 16-19 not in school and not working
- % Increase of employment opportunities secured and filled during summer youth employment program *
- % Received pre-employment training to improve opportunity for success *
- % Participation in financial capability training (banked / underbanked) *

** Indicators have not been finalized. We are still seeking to further understand what data is available and potentially implementing new methods for data collection. We are currently in discussion with city leadership around target numbers for employing youth in Summer 2018.*

WIT Solutions to Address Systemic Challenges: Human Centered Design Process

CDL Service Design Process



The Wealth Impact Table partnered with the Civic Design Lab (CDL) in order to develop a research plan that would inform the basis of our strategy. This included outreach to various stakeholders in order to gain insights and involve them in co-designing an employment program that best meets their needs. Engagement will continue with stakeholders throughout the process, opposed to a traditional community engagement process, in which a single outreach effort is made. The WIT acknowledges youth, direct service providers and employers as field experts to inform the iterative process.

WIT Solutions to Address Systemic Challenges: Community Engagement – Youth Focus Groups

- **Process:** Four focus groups* were held at different youth service providers across Oakland. We framed the 1.5 hour-long workshop around Joseph Campbell's 12-step Hero's Journey to explain that every hero(ine) needs to overcome a set of challenges and important lessons that would train them to become the hero(ine) they aspire to become. Participants were asked to brainstorm their current challenges and barriers to growth, and subsequently they were asked to come up with their own solutions and responses to each other's barriers in a collective response session.
- **Objectives:**
 - *To gain a youth (16-24) perspective of values and needs as a young person living in Oakland, particularly around various opportunities for personal growth and financial empowerment;*
 - *To understand the elements of Oakland youth's experience today, and understanding barriers that prevent youth from achieving their future aspirations;*
 - *To engage youth and youth service providers in order to gain insight in the career pathways and future aspirations of youth in Oakland.*

* Youth Focus Group Synthesis Report has been made available to WIT Members and is available upon request.

WIT Solutions to Address Systemic Challenges: Community Engagement – Youth Focus Groups*



* Youth focus group at Lao Family Community Development, September 2017

WIT Solutions to Address Systemic Challenges: Community Engagement – Youth Focus Groups

- **Summary of Results**

1. **Youth Aspirations:** In Oakland, youth (ages 16-24) have an idealized version of what their futures may look like. In general youth have an interest in a spectrum of goals and aspirations personally and professionally.
2. **Youth Success:** Many youth in Oakland would perceive themselves as successful when their aspirations are either in progress or attained. However, many youth lack a realistic understanding of the requirements necessary to attain their aspirations.
3. **Youth Mentorship:** Youth in Oakland find value in mentorship and understand the impact a positive mentor may have on their futures, specifically regarding financial security. However, outside of their respective youth employment programs, youth do not have a clear understanding of how to develop and sustain a mentor relationship with individuals who may be an asset to their financial security.
4. **Barriers to Financial Security:** There are a multitude of barriers that prevent youth in Oakland from participating in Youth Employment opportunities and practices that enhance their financial security. These barriers include, but are not limited to transportation, cost of living, lack of skills, and lack of childcare. Additionally, youth noted that motivation levels, family concerns, peer pressure, and self-esteem as barriers to participating in Youth Employment opportunities and practices that enhance their financial security.
5. **Solutions to Barriers:** Youth are creative and flexible in adapting to the barriers they are faced with, and it was more manageable for youth to share adaptations rather than solutions to their barriers. However, exposure to educational resources relating to money management, interpersonal relationship building skills, and esteem coaching were notable solutions to several barriers presented by youth.

WIT Solutions to Address Systemic Challenges: Community Engagement – Youth Service Providers

Youth Radio

“to revolutionize how youth tell stories and the ways people connect with next-generation journalists and artists. We deliver honest, vital, top-quality news and culture you won’t find anywhere else.”

Civicrops

“to re-engage young adults to earn a high school diploma, gain job skills, pursue college, and embark on family sustaining careers.”

Youth Employment Partnership

“to enhance the employment and educational opportunities of Oakland youth and young adults impacted by poverty, the criminal justice system, the foster care system, school underachievement, and lack of work experience.”

Lao Family

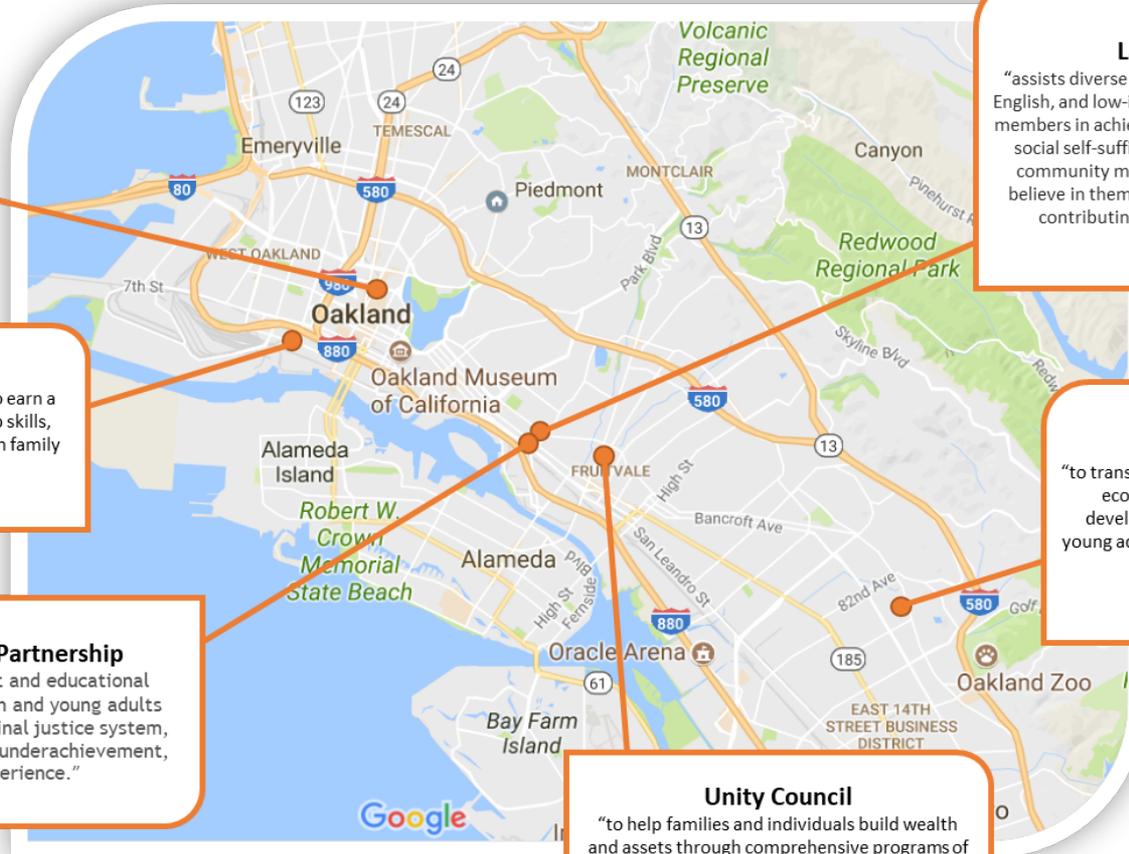
“assists diverse refugee, immigrant, limited English, and low-income U.S. born community members in achieving long-term financial and social self-sufficiency. We encourage our community members to establish goals, believe in themselves, and become active, contributing members of society.”

Youth Uprising

“to transform East Oakland into a healthy and economically robust community by developing the leadership of youth and young adults and improving the systems that impact them.”

Unity Council

“to help families and individuals build wealth and assets through comprehensive programs of sustainable economic, social, and neighborhood development.”



WIT Solutions to Address Systemic Challenges: Community Engagement – Youth Service Providers

- **Process:** We reached out to youth service providers that the Oakland Workforce Development had invited to fund the summer youth job program and held 1.5 hour discussions around their experience putting their youth through the program. We sought to learn the end-to-end process for how they engage, onboard, train, and support local youth from low-income communities, as well as to solicit feedback on ways that they would envision how a summer jobs program could extend to become a year round enrichment program for their youth.
- **Objectives:**
 - *To identify what programs and resources are available to youth involved with a city contracted service provider*
 - *To engage community based organizations in a dialogue around what could improve the experience for Oakland youth in terms of accessing services and programs*
 - *To understand the specific challenges and opportunities for improvement that service providers encounter in regards to the population they serve, their partnerships with the business community, as well as with funding agencies*

* Youth Service Provider Interview Synthesis Report is an internal document, due to sensitive information disclosed, and has been made available to WIT Co-Chairs.

WIT Solutions to Address Systemic Challenges: Community Engagement – Youth Service Providers

- **Summary of Results**

1. **Services Provided:** Community based organizations throughout the city provide a variety of services to youth ages 16-24, with a majority of the population served experiencing high levels of adversity. While some programs have a wide range of offerings, others have a more targeted approach with training in technical fields, including digital media and technology, waste management and recycling, as well as building and trades. In addition to their primary focus areas, some organizations also provide a range of support services to assist youth including case management, academic and career advising, as well as mental health services upon request.
2. **Challenges or Barriers:** Lack of long-term commitment from the business community makes it difficult for case workers to convince youth of the benefits of gaining internship experience, when there is limited opportunity for advancement and security of a permanent position. This short-term position could also be challenging for employers because of the high energy demand to onboard a youth. In managing the summer jobs program, there has not been a consistent and reliable point of contact to defer to for inquiries around funding and business partnerships.
3. **Opportunities to Strengthen Existing Work:** Industry partnerships at the systems level could serve as a stronger point of connection between the City and service providers. This could take the form of a database or a single point of contact within the City that held resources of local employers and organizations that could interact with the community in a variety of ways, beyond hosting subsidized positions. This could serve as a resource for service providers to access partners who may be willing to host an open house or offer field trips, in order for youth to gain exposure to the field.
4. **Additional Resources Needed:** In visioning for the future of Oakland's youth, they emphasize the development of a year-round strategy for addressing economic security. Formalized educational and career pathways partnerships with local community college districts could serve as assets for youth that experience non-traditional academic and career paths.

Wealth IT North Star Accomplishments

The first six months of organizing this effort in 2017 have built a solid foundation for moving the work forward with strong partnerships in the coming year.

- Direct engagement of youth to understand needs and uplift their voice
- Engaging various youth service providers to assess current landscape of offerings, challenges and gaps in services
- Formation of the Wealth Impact Table and commitment to collaboration among various stakeholders
- Project focus area developed: Summer Jobs 2018
- Institutional commitment by OWDB to lead initiative to ensure sustainability of efforts
 - Inclusion of Executive Director as additional WIT Co-Chair
 - Recruitment of new city staff dedicated to summer programming

An Eye Towards Wealth in 2018

Summer Youth Employment Program 2018

