

An Evaluation Study of a City-Managed Workforce Development Program in Jackson, Miss., and its impact on Joblessness

Conference on Minority Public Administrators (COMPA)
45th Annual Conference and Annual Meeting
Jackson, MS
February 18, 2016

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What is Community Development?

Community development is

1. a process of creating or increasing solidarity and agency
 - Solidarity is about building a deeply shared identity and a code for conduct.
 - Agency means a capacity of a people to order their world (Hestedde & Ganowicz, 2002)
2. asset creation that improves the quality of life of residents of low and moderate-income neighborhoods (Vidal and Keating, 2004)

The objectives of community economic development include:

1. developing underutilized human and natural resource potential,
2. Realizing opportunities for indigenous economic growth by utilizing locally produced products and services,
3. improving employment levels and long-term career options,
4. Increasing the participation of disadvantaged and minority groups,
5. Improving physical environments, and enhancing quality of life of residents.

(Leigh and Blakely, 2013)

Jackson, Mississippi



- Founded in 1821
- Jackson is the capital and since 1944 , and the largest city in the State.
- Located at the southern border of the Mississippi Delta
- The city, the anchor for its metro area, is named after Andrew Jackson
- One of two county seats of Hinds County, with the city of Raymond being the other.

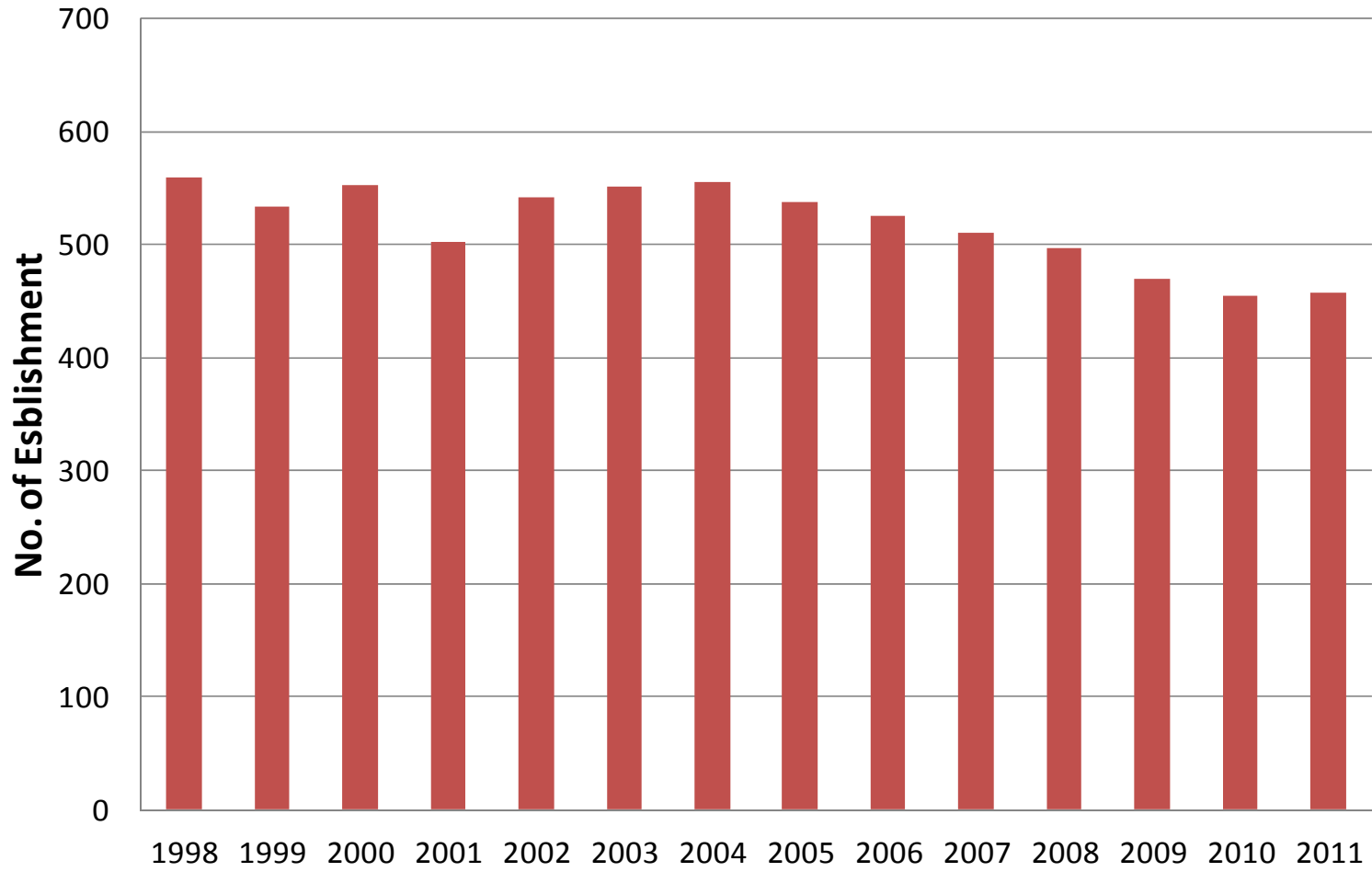
(Courtesy of V. Blackmon, B. Johnson, & H. Seymour)

- In 1970s downtown construction came to complete stop
- Sub-urbanization
- Urban population decrease
- Rapid growth for Jackson in the 1920s and 30s



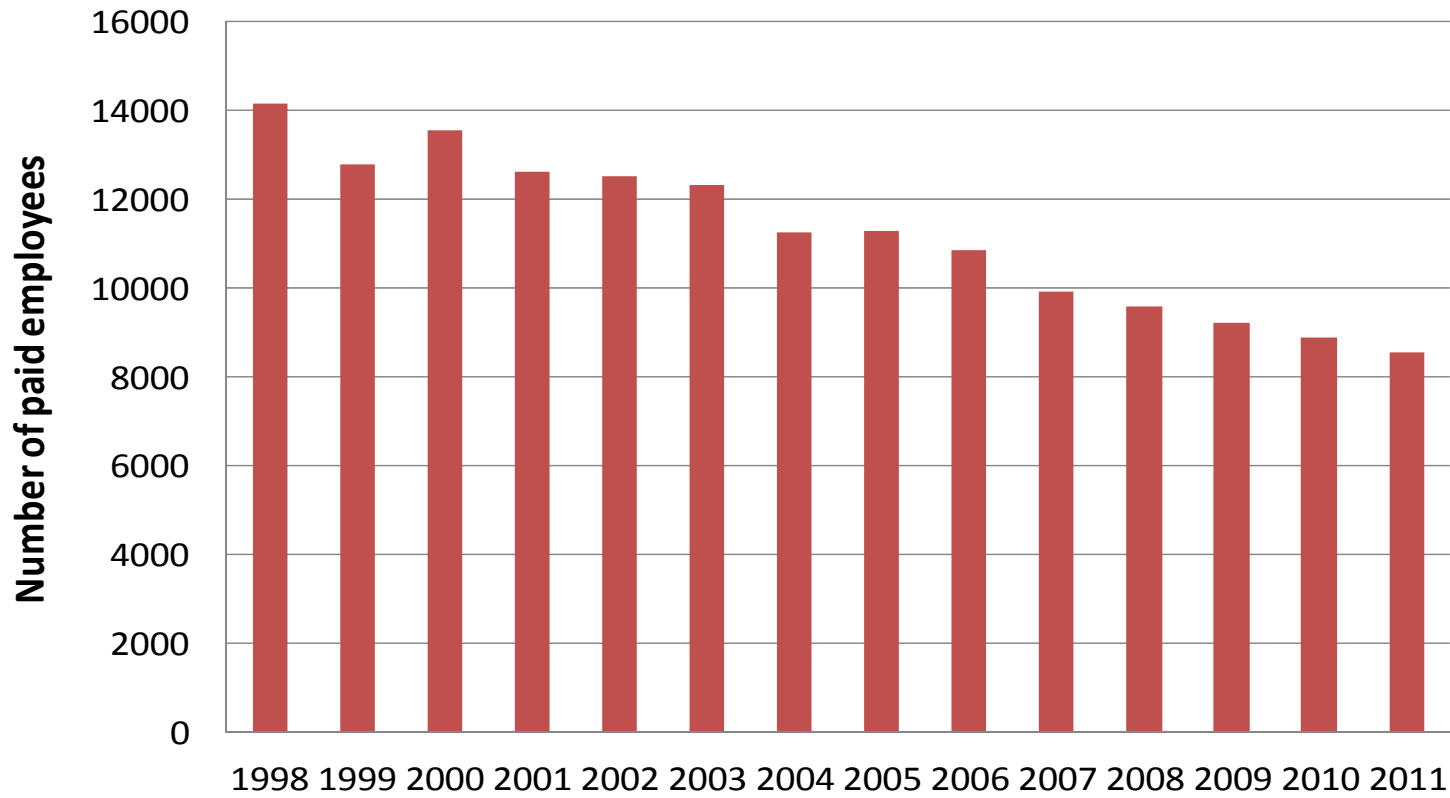
(Courtesy of V. Blackmon, B. Johnson, & H. Seymour)

Number of establishments in downtown Jackson (zip code:39201), 1998-2011



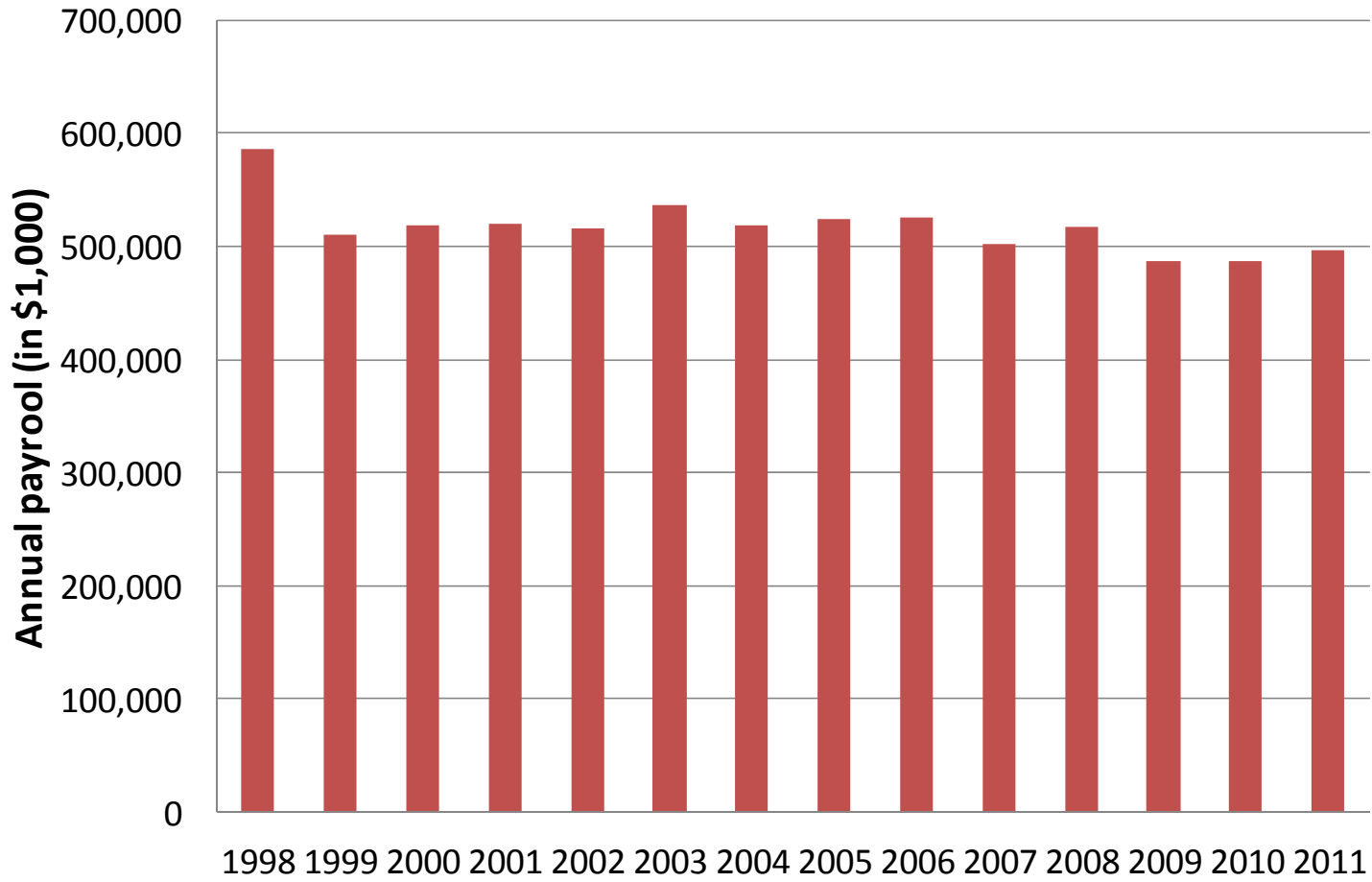
(Courtesy of V. Blackmon, B. Johnson, & H. Seymour)

Number of paid employees in downtown Jackson (zip code:39201), 1998-2011



(Courtesy of V. Blackmon, B. Johnson, & H. Seymour)

Annual payroll in downtown Jackson (zip code:39201), 1998-2011



(Courtesy of V. Blackmon, B. Johnson, & H. Seymour)

At a national scale

Individual downtown population growth patterns by region, 1970-2000 (Birch, 2005;table 1)

	Change 1970-80	Change 1980-90	Change 1990-2000	Change 1970-2000
Jackson, MS ¹	-22.9 %	-14.4%	-3.1%	-36.0%
Northeast ²	-0.9%	5.6%	7.4%	12.3%
South ³	-26.0%	-3.9%	8.8%	-22.7%
Midwest ⁴	-14.8%	-12.1%	7.7%	-19.4%
West ⁵	-10.4%	-0.1%	10.4%	-1.2%

¹10,569 for 1970; 8,152 for 1980; 6,980 for 1990; 6,762 for 2000

²Includes Baltimore, Boston, Lower Manhattan, Midtown Manhattan, Philadelphia, Pittsburgh, Washington, DC.

³Includes Atlanta, Austin, Charlotte, Columbus, GA, Dallas, Jackson, Lafayette, Lexington, Memphis, Miami, New Orleans, Norfolk, Orlando, San Antonio, Shreveport.

⁴Includes Chicago, Cincinnati, Cleveland, Columbus, OH, Des Moines, Detroit, Indianapolis, Milwaukee, Minneapolis, St. Louis.

⁵Includes Albuquerque, Boise, Colorado Springs, Denver, Los Angeles, Mesa, Phoenix, Portland, Salt Lake City, San Diego, San Francisco, Seattle.

Jobs for Jacksonians

An Introduction

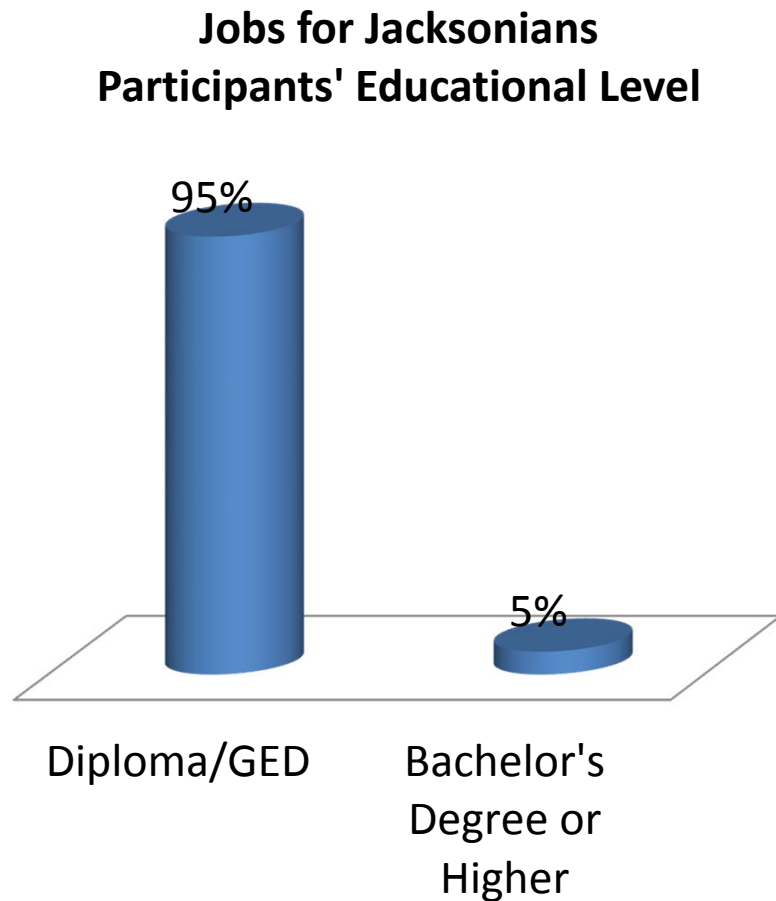


What Is Jobs for Jacksonians?



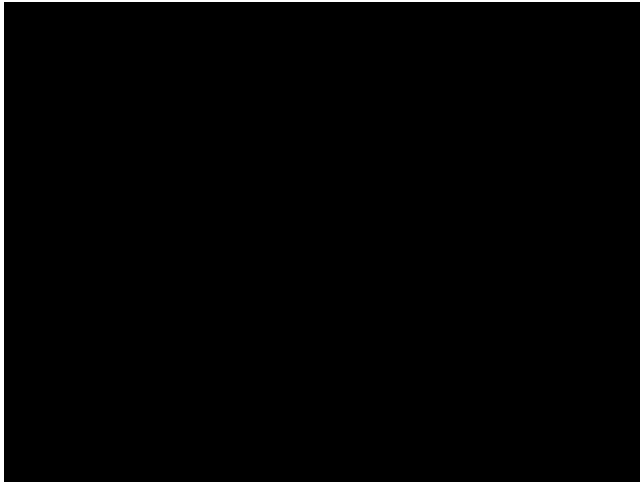
- The City launched a workforce training and job placement program (called, “The Jobs for Jacksonians Program”) in 2011.
- Offers job readiness workshops, job search and placement assistance and an annual job fair.
- Additional services include assistance with leadership and professional development and resume writing.
- Since 2012, more than 350 have secured jobs through weekly training sessions and 1,800 have received job offers by participating in the annual job fair.

Participant Profile



- 95 percent are African-American.
- 95 percent have a GED/High School Diploma.
- Each receives a career assessment.

Participant Feedback



Company Partners



- Companies schedule weekly recruiting sessions to interview prospective job candidates.
- More than 400 companies statewide participate.
- Other partners include Miss. Governor's Job Fair Network, Miss. Association of Colleges & Employers, Greater Jackson Chamber Partnership, Capital Area Human Resource Management and Miss. Economic Council.

Examples of Company Partners



Examples of Jobs Offered in the Program

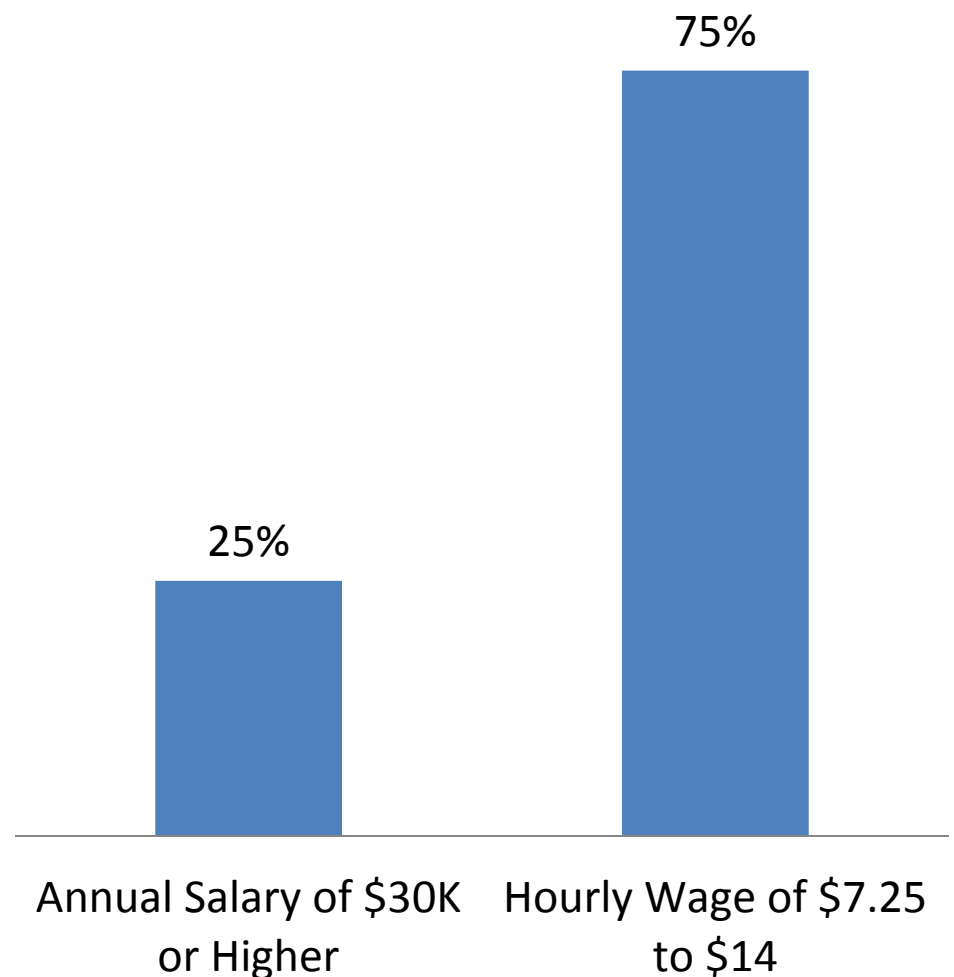


- Construction
- Manufacturing
- Customer Service
- Hospitality
- Retail
- Trucking
- Public Works

Average Salary

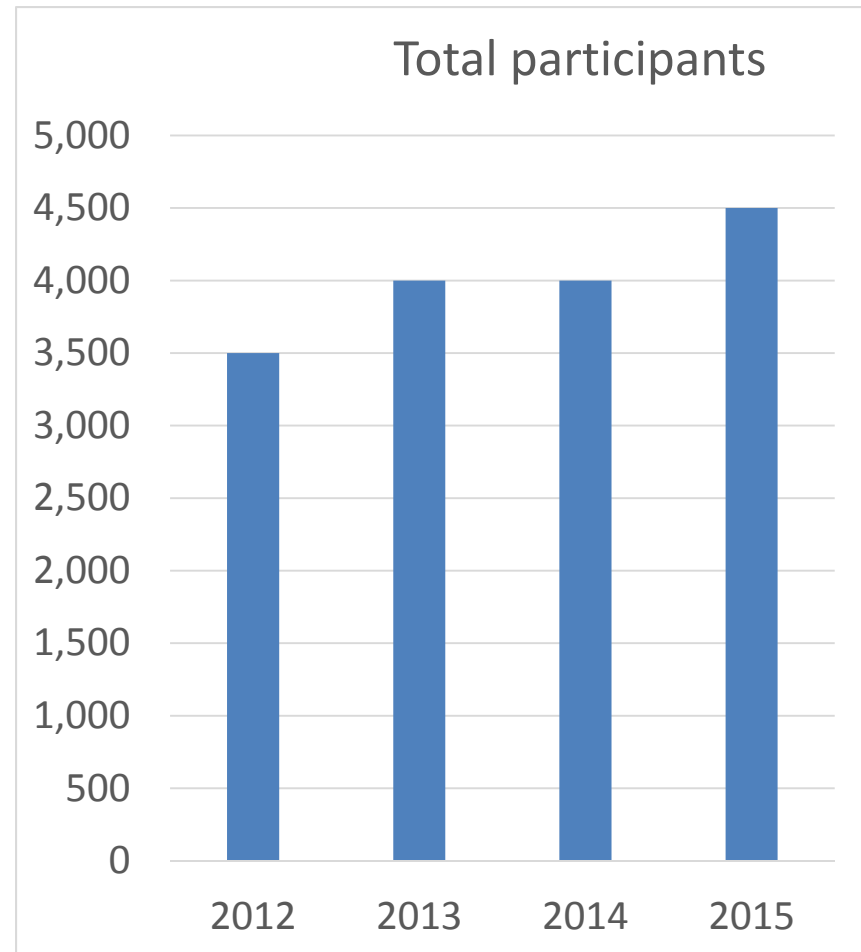
Salary Range for Jobs for Jacksonians
Participants

- The majority of program participants are hired for hourly wage positions.
- The majority of positions with a salary of \$30,000 or higher require a degree.



Job Fair Data

- The annual job fair yields the majority of program hires each year.
- Since 2012, more than 1,800 people have secured job offers through the job fair.
- On average, about 100 companies participate.



Educational Partners



- Educational institutions engage participants through mock interviews, resume writing and leadership modules.
- The institutions also expose participants to opportunities to pursue a higher degree.

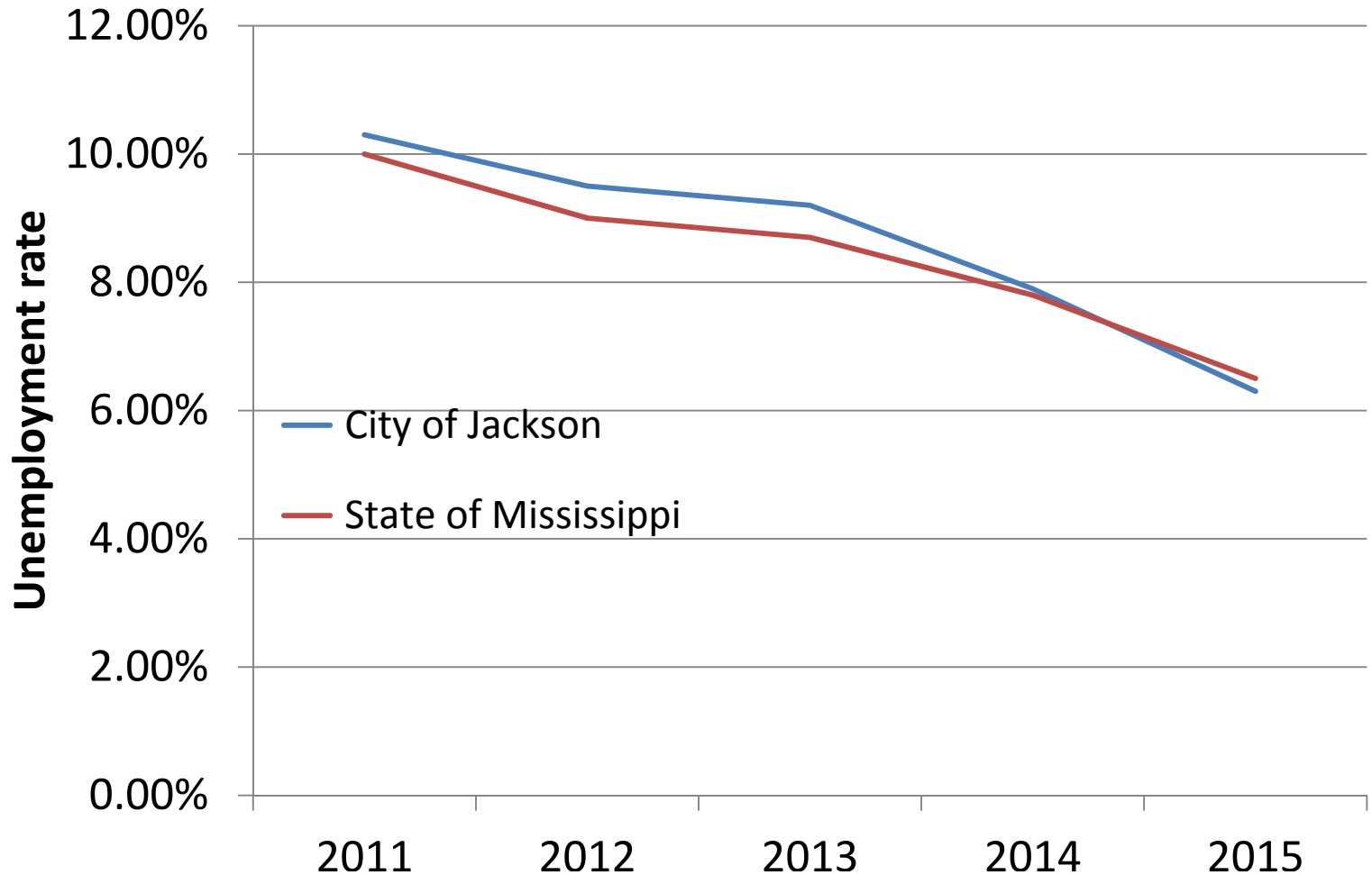
Results: Unemployment Trends

- The City of Jackson's unemployment rate prior to the Great Recession of 2008 was 6.9 percent.
- The rate rose to 11.3 percent in 2010.
- The Jobs for Jacksonians program was created in 2011 as a tool to help unemployed citizens find work.
- The city and the state experienced decline in unemployment rates from 2011 to third quarter of 2015.

Unemployment Rate Trends over the Span of Jobs for Jacksonians

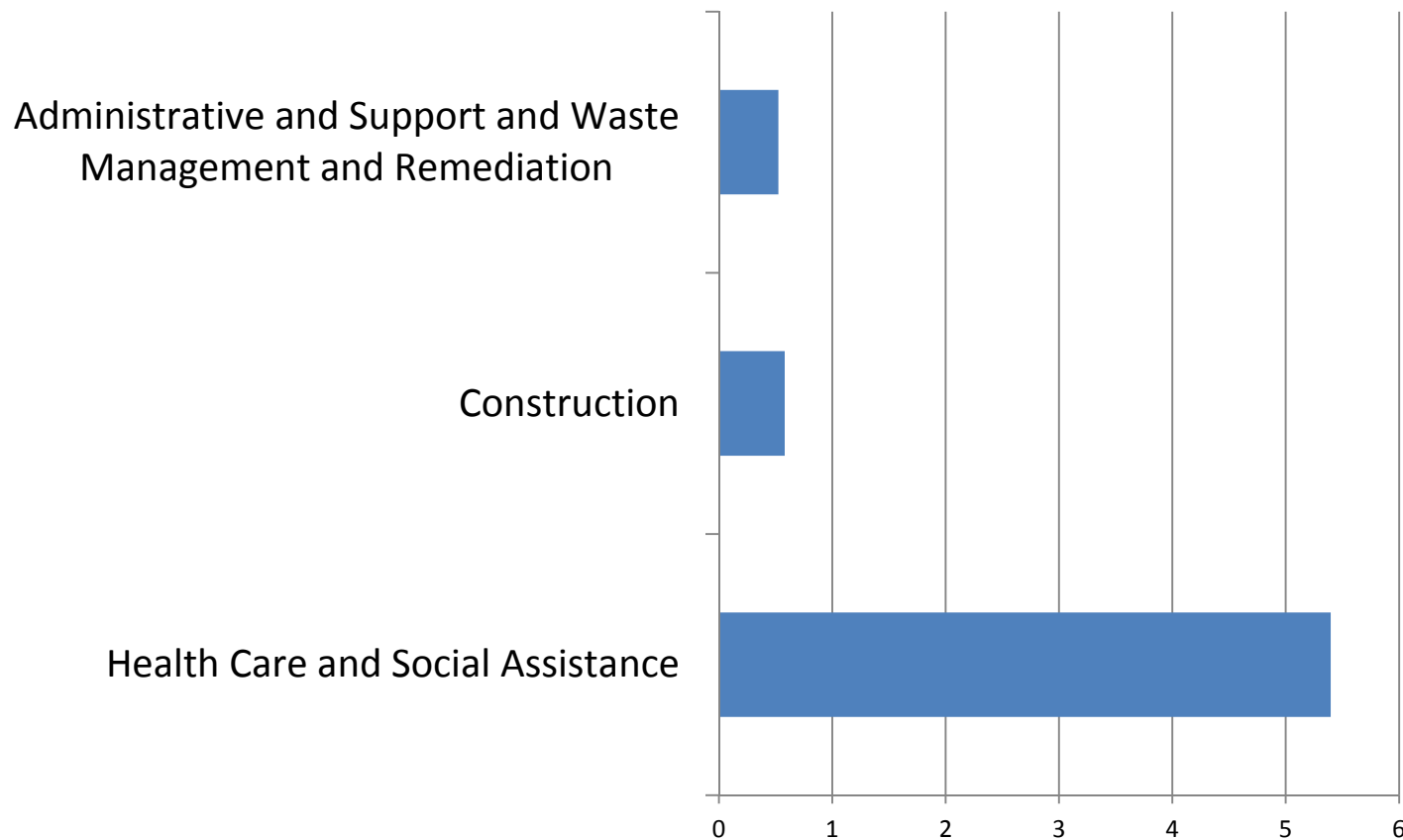
Source: November 2015 Chmura Report using data from the Mississippi Department of Employment Security

Unemployment Rates in Jackson and Mississippi, 2011-2015



Fastest Growing Industry Sectors in Jackson Over Next 10 Years

Fast Growing Jobs sectors in Jackson, MS (*1000)





The Jobs for Jacksonians and its Role in the Current Economy

In what direction should the program go?

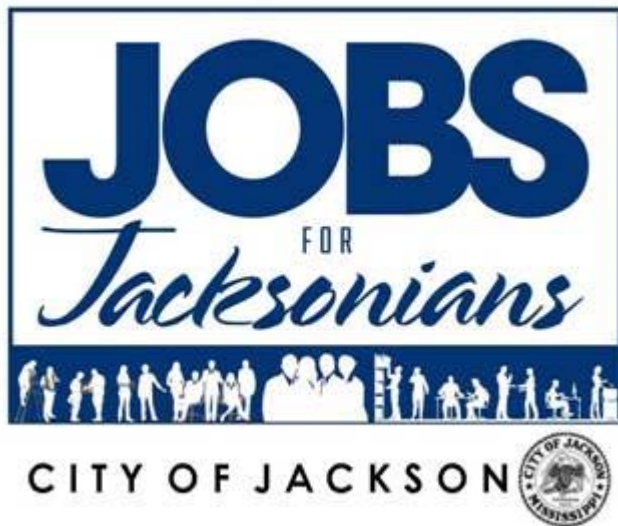
Jobs for Jacksonians Program Summary

- Based on the economic forecast of industry sector growth, the program could assist in building a workforce for the growing health care, administrative and construction industries.
- The city-managed program has assisted about 2,200 people in obtaining job offers since 2012.
- The majority of the participants are low-skilled, undereducated workers.
- The city cost for the program is \$36,000, the salary of the program coordinator and \$10,000 for the job fair.

Jobs for Jacksonians Program Summary, Con't.

- The program establishes and builds partnerships with public, private and educational sectors to benefit participants and generate a workforce for employers.
- Though colleges and universities are partners, few participants appear to take advantage of degree opportunities. This is based on anecdotal information as there is no tracking mechanism.

Recommendations



- needs more staffs
- greater emphasis on career building through advancement and training.
- develop a tracking mechanism for people hired through the program
- build more partnerships with businesses in health care, social assistance, construction, administrative and waste management fields.