



Workforce and Bank Partnerships: A Tale of Three Workforce Boards

September 27, 2022

LEADCenter

WIOA POLICY DEVELOPMENT

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Moderator

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Housekeeping I: Captioning

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Housekeeping II: Questions

Content questions?

Click on the Q&A button and type in your question.

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Welcome

Jennifer Sheehy

Deputy Assistant Secretary,
Office of Disability Employment
Policy (ODEP),
U.S. Department of Labor



Presenters

Doug Keast Project Manager, LEAD Center,
National Disability Institute

Amanda Sutherland Administrator, Michigan
Works! Southwest

Brian Williams Executive Director, Capital
Region

Nadine Jackson One Stop Operator,
CareerSource Broward

Doug Saenz Business Services Manager,
CareerSource Broward



Learning Objectives



- A framework for developing partnerships with banks.
- How banks can work with workforce systems to address workforce development objectives and increase the financial capability of workforce customers.
- The experiences of three workforce systems in their efforts to establish bank partnerships.

Partnership Learning Lab

Demonstrate benefits of collaboration between the workforce development system and the financial services industry, to connect people of color with disabilities to financial empowerment resources and career pathways with living wages.





Value of Partnerships with Workforce Systems for Banks

A federal law, the Community Reinvestment Act (CRA), passed in 1977 to reduce discriminatory lending practices, also known as “redlining.”

- Encourages banks to conduct activities that help meet the needs of individuals with low and moderate incomes (LMI).
- Activities can take many forms: from the development of career pathways to financial education conducted by bank employees.

Framework For Developing Bank Partnerships - I

- Engage bank representative(s) to serve on the Workforce Development Board.
- Include disability- and equity- focused organizations in bank partnership initiatives.
- Establish connections with a [“BankOn”](#) or [“BankWorks”](#) initiative, if one is active in your workforce area.
- Engage bank regulators in developing a “pitch” to reach banks.

Framework For Developing Bank Partnerships - II

- Articulate partnership opportunities that generate CRA credit for banks.
- Start small with bank “asks.” Over time, as relationships become stronger, banks may provide larger investments.
- Network with bank CRA officers.
- Clarify your ability to document and report impact for low- and moderate-income individuals.

CRA PILOT

Fin Lit Workshop Series

Michigan Works! Southwest and the West Michigan CRA Association



**Serving all
counties**



**Career exploration
based on financial
needs**



**Financial
workshops**



**Banking panel
discussions**

THE TEAM

- Social Policy Research Associates
- National Disability Institute
- Kalamazoo RESEA
 - Amanda Sutherland, Lead
 - Dawon Sharp, Lead
 - Paige Daniels, Support
 - Sarah Mansberger, Support
 - Leadership Advisory Team >>
- And ...our Career Coaches!

Sarita Dodson
Youth Services

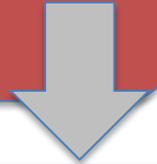
Dawn Pincumbe
KRESA Fin Lit Program

Lisa Stanley
*Michigan Rehabilitation
Services*

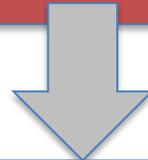
Cherise Buchanan
*Neighborhood
Employment Hubs*
(serving communities of
color with low incomes)

DESIRED OUTCOMES

Provide financial literacy opportunities for underserved communities.



Make connections across a 4-county footprint to build long-term financial growth for those we serve.



Grow relationships between workforce development and local bank partners.



KALAMAZOO RESA
INSPIRING EDUCATIONAL EXCELLENCE

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THE PLAN - I

- Career Coaches present a general overview workshop (bi-weekly):
 - What is financial literacy and education?
 - Identify personal goals with a strong financial future in mind.
 - Opportunities to connect with Career Coaches and local banks aligned with goals.
- Feed them and they will come
 - CRA Association provides monetary contributions to provide food during workshops.

THE PLAN - II

- CRA Presentations– 4 county footprint
 - You Can Bank On It
 - Budgeting 101 – Income v. Expenses
 - The Dreaded Credit Score
 - Loans 101 – A Guide to Borrowing
 - Debt, Ahhh!
 - Financial Freedom
 - Identity Theft, Don't Become a Victim



OUTCOMES & OPPORTUNITY - I

- Attendance
 - 57 attendees at bank lead workshops
 - 23 attendees at Career Coach lead workshops (Fin Lit introduction)
- Feedback

The topics were relevant

I really enjoyed learning about the available resources. I liked the interaction

Short and simple and they answered my questions

Very informative. Presenters answered my questions and interacted with the attendees

OUTCOMES & OPPORTUNITY - II

- Seeking a new program
 - Scholarship program – bank(s) monetarily sponsor 10 participants to open a secured card to build credit
- Next Steps
 - Incorporate Fin Lit workshops into our workshop series
 - Invite banking professionals to present on important topics during future workshops
 - Create community connections for financial assistance referrals
 - Secure cards, first time home buyers, non-predatory loan assistance, seed money



Capital Region

Workforce Development Board

- Vision of establishing bank partnerships to address workforce objectives:
 - New partnerships established
 - Specific activities engaged
- Progress
- Next steps and sustainability
 - Leadership transition
 - Outreach to new partners serving people of color with disabilities
 - Career pathways development



Setting Our Sights

- Brought community leaders together to address the following:
 - Enhancing or strengthening financial services career pathways with bank partnership, focusing on individuals with low family incomes, people of color, and people with disabilities.
 - Increasing financial capability of adults with low and moderate incomes.



New Partnerships Developed

- Inclusion of a representative of the Florida Prosperity Partnership in the Leadership Team
- Connection with the BankOn coalition
- New bank relationships that include:
 - JP Morgan Chase Bank
 - Locality Bank
- Relationships with Florida-based regulators from FDIC (Federal Deposit Insurance Corporation) and OCC (Office of the Comptroller of the Currency) who have advised the CareerSource Broward leadership in outreach to banks, and will continue to support interactions with banks in the future.



Results

- Successful establishment of financial capability training for job seekers in the community, with Chase Bank, which will be completed in September.
- Appointment of a bank representative to the CareerSource Broward board (President of Locality Bank).
- Completion of a resource map of financial capability services and resources in Broward County.
- Development of a financial capability services desk aid for use by career service professionals and the people they serve.
- Completion of a “pitch” for use in approaching banks, outlining three partnership opportunities.



Next Steps and Sustainability

- Plan to enhance Leadership Team membership and meet as needed to oversee sustainability.
- Maintain focus on three partnership opportunities:
 - Increasing bank partnership in ongoing financial capability training
 - Adding work experience, training and placement for individuals with low and moderate incomes
 - Acquiring no or low interest loan for workforce center that will provide workforce services, workshops and support to the development of small businesses.

Next Steps in Learning and Bank Partnerships

- The Office of Disability Employment Policy and the LEAD Center are offering free support and technical assistance to Workforce Boards that wish to develop or expand bank partnerships
- If your workforce system is interested in LEAD Center technical assistance, or in staying connected with the LEAD Center in this activity, please complete: <https://forms.gle/SFac6gk35rtAWKXHA>



Questions and Answers

Content questions?

Click on the Q&A button and type in your question.

Resources

[FAQ: Workforce Systems Can Leverage Bank Resources to Improve Economic Self-Sufficiency and Employment Outcomes for Low- and Moderate-Income Individuals](#)

[Engaging Workforce Development: A Framework for Meeting CRA Obligations](#)

COMING SOON: Workforce System and Bank Partnerships: A “How-To” Guide

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THANK YOU!