



Better Together

How Community Colleges and Nonprofits Create Opportunities

November 14th, 2024



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How Community Colleges and Nonprofits Create Opportunities

- Introduction to Fresh Start Women's Foundation
- Partnership with Paradise Valley Community College
- Fresh Start's Impact Program and Workforce Initiatives
- Maricopa Community Colleges Workforce Partnerships



Today's Panel and Speakers



Kim McWaters
President and CEO
Fresh Start Foundation



Dr. Dina Preston-Ortiz
Professor of Business
Paradise Valley Community College



Jason Weinstein
Chief Officer, Corporate Engagement
Maricopa Community College



Abdu Dahr
Vice President of Strategic Partnerships
Fresh Start



Mary P. Upchurch
Executive Vice President
Gray Decision Intelligence



Fresh Start™
EMPOWERING WOMEN TO SUCCEED

Introduction to Fresh Start Women's Foundation

Kim McWaters
President & CEO

Our Founders & History

1992

Fresh Start founded by Pat Petznick & Beverly Stewart

2002

Fresh Start center opens

2023

Celebrating over 30 years & 50,000+ women supported

Fresh Start now employs 50 people in service of the women in our community



Our Mission

MISSION

To provide access and resources that help women **achieve self-sufficiency** and use their strength to thrive.

VISION

To create **unlimited opportunities** for women.

We empower women to succeed.

Our work is focused on long-term outcomes—for her, her children and our community.

The women we serve change their own lives.

We give them support and access to the tools and resources they need.





About the women we serve

“When you help a mother help herself, you help her children and build a better community.”

- PAT PETZNICK, CO-FOUNDER

- 5,100+ women served in fiscal year 2024
- 76% mothers and 62% single mothers
- 67% report a household income less than \$25K per year
- 66% women of color
- 68% domestic violence survivors



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Women disproportionately impacted by the COVID pandemic:

- More precarious employment; First to lose jobs
- Uncompensated caregiver responsibilities
- Increases in domestic violence
- Emotional and physical toll during isolation
- Mental health disparity (depression & anxiety) for women grew



OUR WORK:

Pioneering a new approach

Impact Program launched Sept. 2021

1st in Arizona – Economic Mobility Pathways
(EMPathways.org)



Built on brain
science of
chronic stress



One-on-one
social work
sessions



Evidence-
informed with
goal-setting
approach



Wrap-around
services &
support

OUR APPROACH:

The Bridge to Self-Sufficiency

PILLAR ONE



Family Stability

Reviews stability of housing, safety of the household, and ability to meet basic family needs

PILLAR TWO



Health & Well-being

Assesses physical and mental health, as well as available support networks to help achieve goals

PILLAR THREE



Financial Management

Includes debt management, future planning, & ability to meet family's financial needs

PILLAR FOUR



Education & Training

Considers skills, education, and training necessary to pursue a chosen career

PILLAR FIVE



Careers

Accounts for ability to earn a living wage in a job that meets career and future goals



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OUR IMPACT:

Small Business Start-Up Program with Paradise Valley Community College



- Fast-track business & entrepreneurship program
- PVCC program + Fresh Start wrap-around support services
- 14-year partnership
- **93% completion rate**



**PARADISE VALLEY
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

Black Mountain

Paradise Community College & Small Business Start-Up Program

Dr. Dina Preston-Ortiz

Paradise Valley Community College
Business Professor

Overview of Paradise Valley Community College

- PVCC's Mission
- Key statistics:
(PVCC Fast Facts Spring, 2024)
- Key Program
 - Small Business Start-Up, CCL



**PARADISE VALLEY
COMMUNITY COLLEGE**
A MARICOPA COMMUNITY COLLEGE

PVCC's Role in the Small Business Start-Up Program

- Specific Support PVCC Provides
 - Accelerated Hybrid Classes at Fresh Start
 - Faculty Expertise
 - PVCC Support
- PVCC's Support for Fresh Start Women Entrepreneurs
 - Cohort Model
 - Entrepreneurship Education Center (EEC)



First Fresh Start Graduation Class, 2012



**PARADISE VALLEY
COMMUNITY COLLEGE**
A MARICOPA COMMUNITY COLLEGE

The Power of Partnership: Small Business Start-Up

- Successes:
 - 90% starting/operating businesses
 - 53% reported increased earnings
 - 83% find the program very/extremely useful
- Additional Services:
 - Economic Support via Innovation Challenge and Big Pitch contests
 - SBDC connections post-program
- The long-term impact on the community and local economy



(U.S. Senate Committee on Small Business and Entrepreneurship, 2023)

Beth Eckel: Anatomy Art Gallery

PVCC student Beth Eckel won first place (\$5000) in the Big Pitch Competition at CEI's Phoenix downtown facility. Her business, Anatomy Art Gallery, offers anatomically accurate art for patients, healthcare professionals, medical institutions, and interior designers.



Big Pitch Organizers:

"Beth did great and the judges were really impressed, including the Angel Investor."



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Fresh Start's Impact Program & Workforce Initiatives

Kim McWaters

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Vice President of Strategic Partnerships

OUR APPROACH:

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THE NEED:

A Self-Sufficiency Wage

Maricopa County's Self-Sufficiency Standard Wage:
The per hour wage needed to meet basic needs.

\$28.01 / hour

SINGLE MOM & AN INFANT

\$14.35 / hour

CURRENT MINIMUM WAGE IN ARIZONA



THE TAKEAWAY:

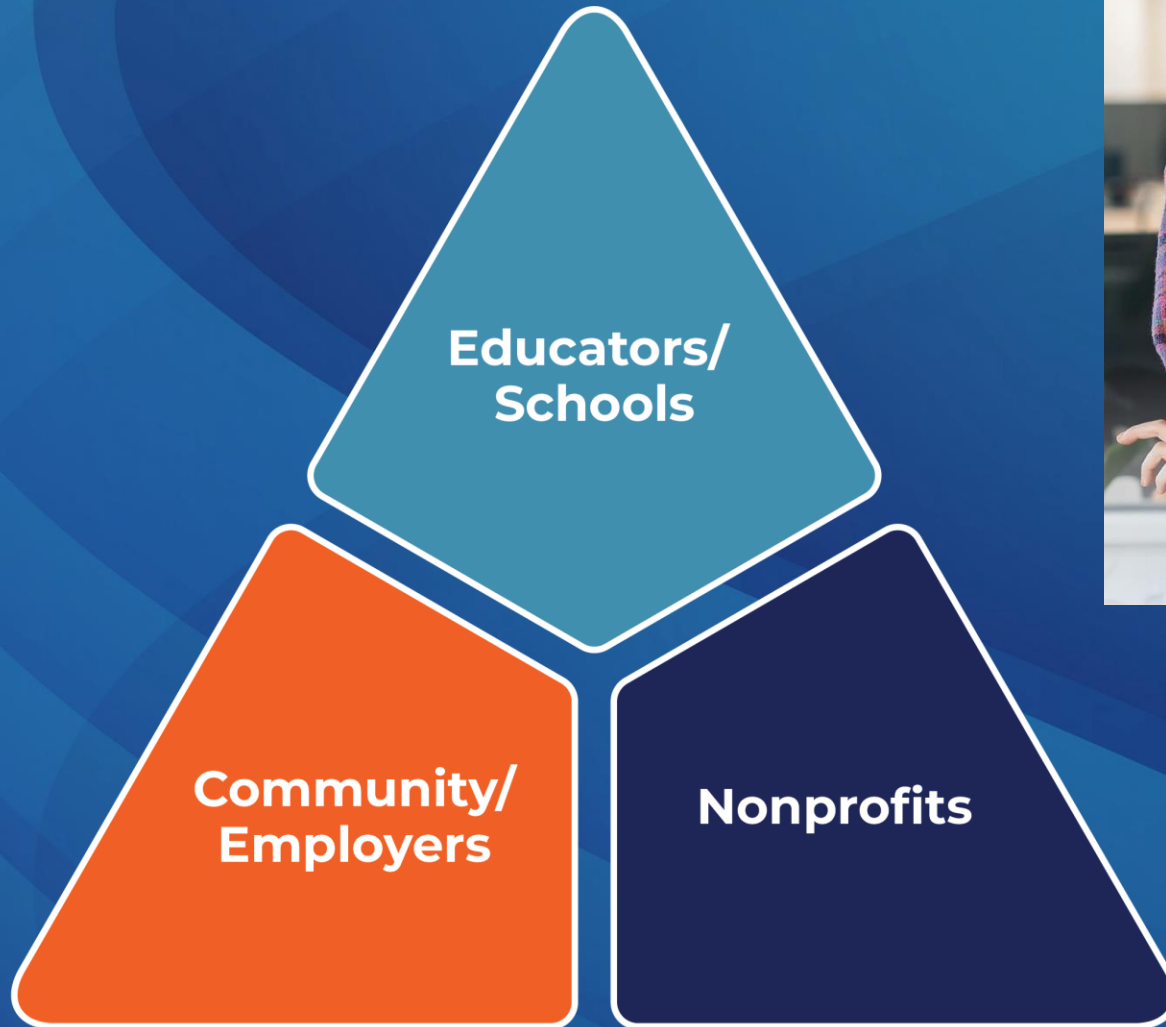
Education & career opportunities are necessary.

They're the key to higher paying jobs and a woman achieving self-sufficiency.



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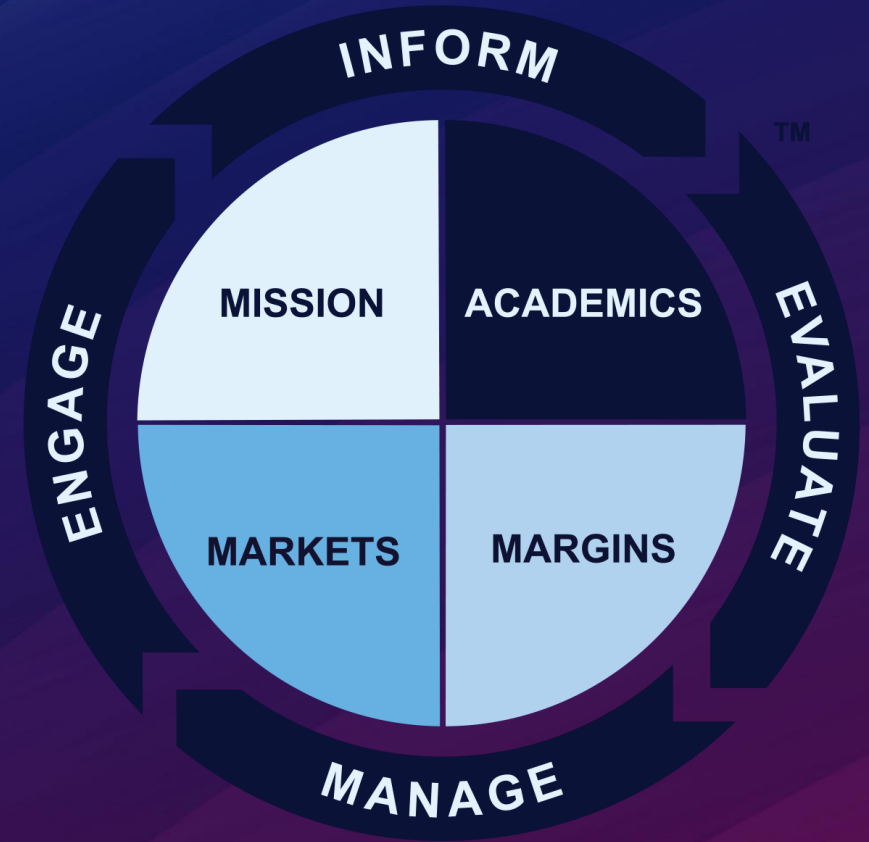
Win - Win - Win



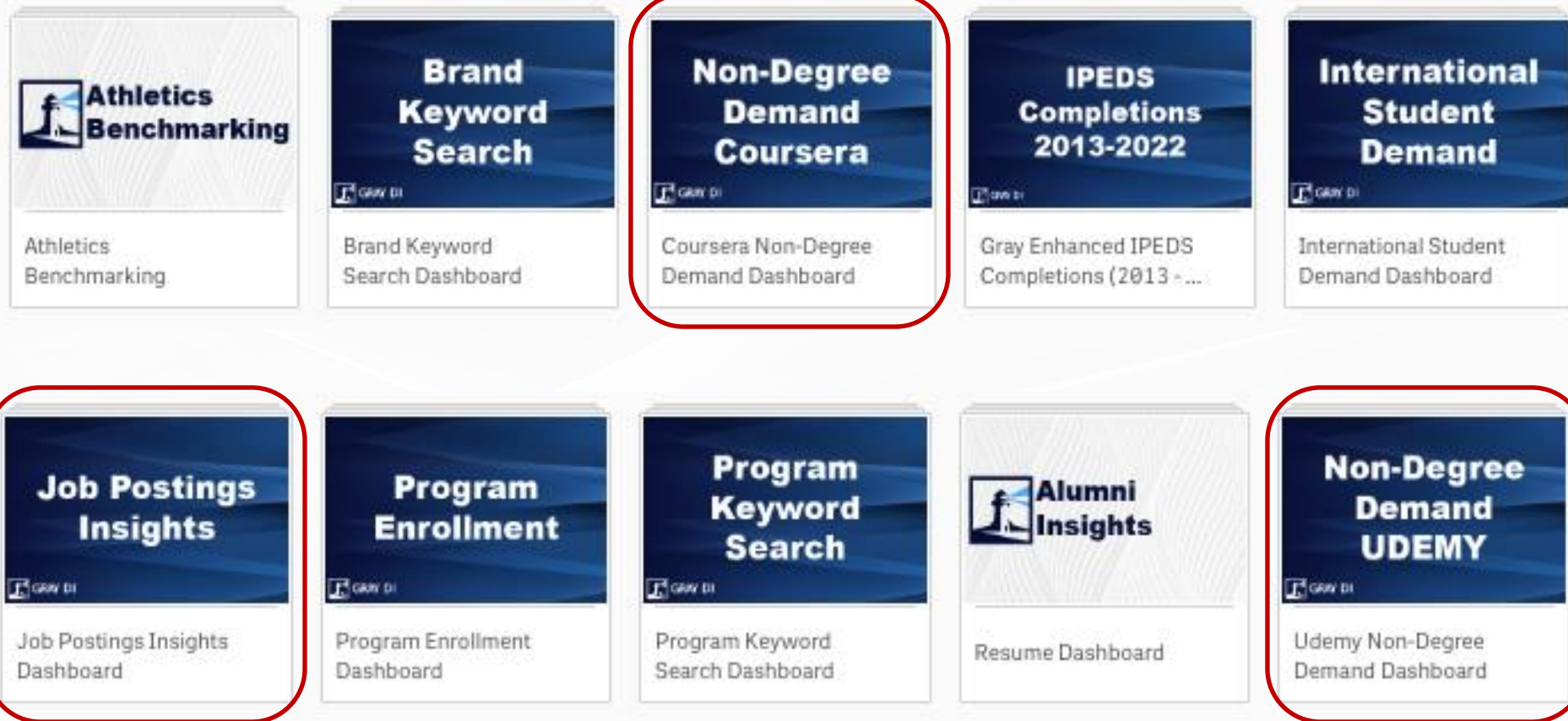
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Program Evaluation System (PES)

How Fresh Start uses PES to identify Workforce Training Programs



Fresh Start primarily uses three Markets Dashboards.



Overview of the Job Posting page

RAY DT

Job Postings Insights

Overview

Trends

Map

Jobs Desc. Search

W

Go to Job

County, State
MARICOPA, AZ

State
AZ

Year
2023

Jobs
334,413

Companies
41,192

SOC Job Titles
716

CIP ACS Bach.
1,096

CIPs ACS Bach.
551

Degree Levels
9

Avg Salary
\$55,568

Count of
149,513

Skills
10,874

Soft Skills
361

Certifications
698

Industry

Company

Job Posting Title

Degree Level

Skills

Soft Skills

Certifications

Salary Tier \$

Standard Occupational Code (SOC)

CIP Code - Direct Prep.

CIP Code - ACS Bach. Outcomes

State / Terr

County

City

Year

Month

Select Trends Table

Current Month

Trailing 3-Months

Year to Date

Export PDF

Select Table Dimension

Industry

CIP Direct Prep.

CIP ACS Bach.

Degree Level

SOC Title

Job Postings Title

Company

State / Terr

County

City

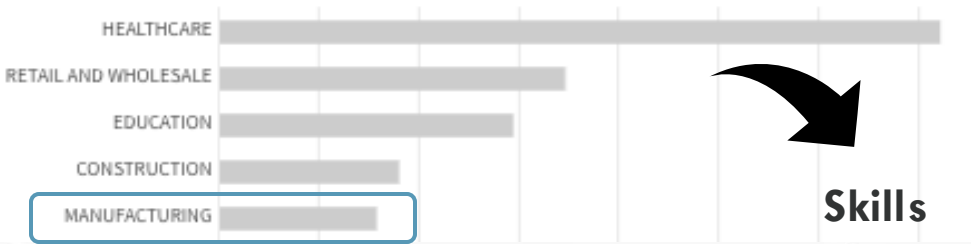
Job Postings Trend by Industry

Current Month Volume (December 2023)

Industry (December 2023)	Volume	Year Over Year Change: Volume	Year Over Year Change: Percentage	Index	Year Over Year Change: Index	Average Salary
Total	13,960	-7,361	-34.52%	-	-	\$55,300
HEALTHCARE	2,380	-1,278	-34.94%	1.00	0.00	\$62,800
RETAIL AND WHOLESALE	1,243	-559	-31.02%	0.52	0.03	\$42,700
EDUCATION	998	-322	-24.39%	0.42	0.06	\$48,600
GOVERNMENT AND PUBLIC ADMINISTRATION	601	49	8.88%	0.25	0.10	\$68,600
MANUFACTURING	581	-264	-31.24%	0.24	0.01	\$52,500
CONSTRUCTION	549	-317	-36.61%	0.23	-0.01	\$60,000
RESTAURANTS AND FOOD SERVICE	500	-379	-43.12%	0.21	-0.03	\$38,900
FINANCIAL SERVICES	422	21	5.24%	0.18	0.07	\$71,800
TRANSPORTATION AND LOGISTICS	372	-238	-39.02%	0.16	-0.01	\$52,200
REAL ESTATE	335	-121	-26.54%	0.14	0.02	\$58,700
HOSPITALS AND HEALTH CLINICS	309	-343	-52.61%	0.13	-0.05	\$59,500
CONSTRUCTION, REPAIR AND MAINTENANCE SERVICES	308	-80	-20.62%	0.13	0.02	\$58,900
RESTAURANTS AND CAFES	288	11	3.97%	0.12	0.05	\$38,800
HOTELS AND TRAVEL ACCOMMODATION	277	-99	-26.33%	0.12	0.01	\$41,000
INFORMATION TECHNOLOGY	259	-127	-32.90%	0.11	0.00	\$74,600

Job Postings Deep Dive, Maricopa County

Industry



Skills



Companies



Salaries

	Average Salary
MERCHANDISER	\$52,500
MACHINE OPERATOR	\$35,100
PACKER	\$41,100
FORKLIFT OPERATOR	\$36,100
FIELD SERVICE TECHNICIAN	\$40,600
CUSTOMER SERVICE REPRESENTATIVE	\$55,300



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Workforce Programs with Maricopa Community Colleges

Quick Start Semiconductor Technician Program

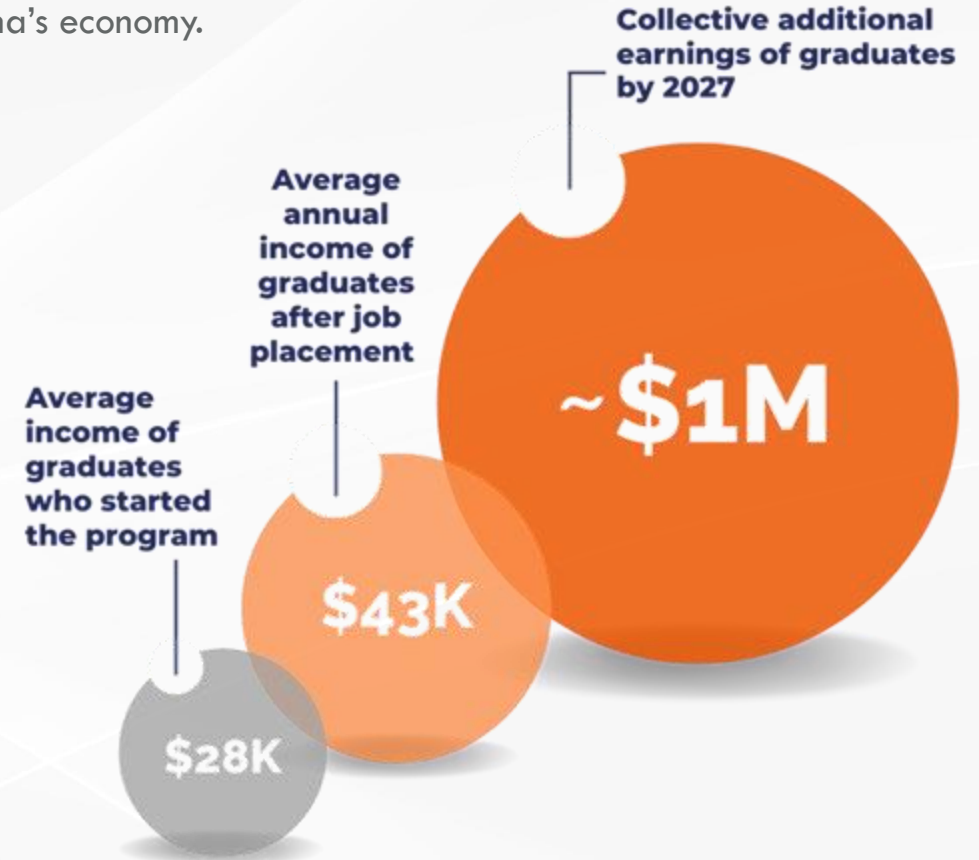
Increased earnings at a self-sufficient level allows these women to better support themselves and their families, while contributing to their communities and enhancing Arizona's economy.



100%
successful completion rate

92%*
overall employment rate

*Data reflects first semiconductor program cohort. Second cohort's completion rate was 100% and graduates are currently in job placement process.





OUR IMPACT:

Cable Harness Wiring Program with Mesa Community College

Four-week course

- Two weeks at MCC to earn industry certificate
- Two weeks at Fresh Start for career support, including resume-building, interviewing skills & practice

Kimberly Rush Success Story

- 25 years in food service & wanted a change
- Attended Fresh Start Jump Start Your Career Workshop
- Completed Cable Harness Wiring Program
- Now works at PacSci EMC producing parts for aerospace and defense
- Increased her earnings from minimum wage to \$22 per hour + full benefits & profit sharing
- Works four days a week with no evenings or weekends



“Fresh Start has provided more opportunities than I ever knew were out there!”

-Kimberly Rush





**MARICOPA
CORPORATE COLLEGE**

Powered by **MARICOPA** COMMUNITY COLLEGES

Maricopa Community Colleges Workforce Partnerships

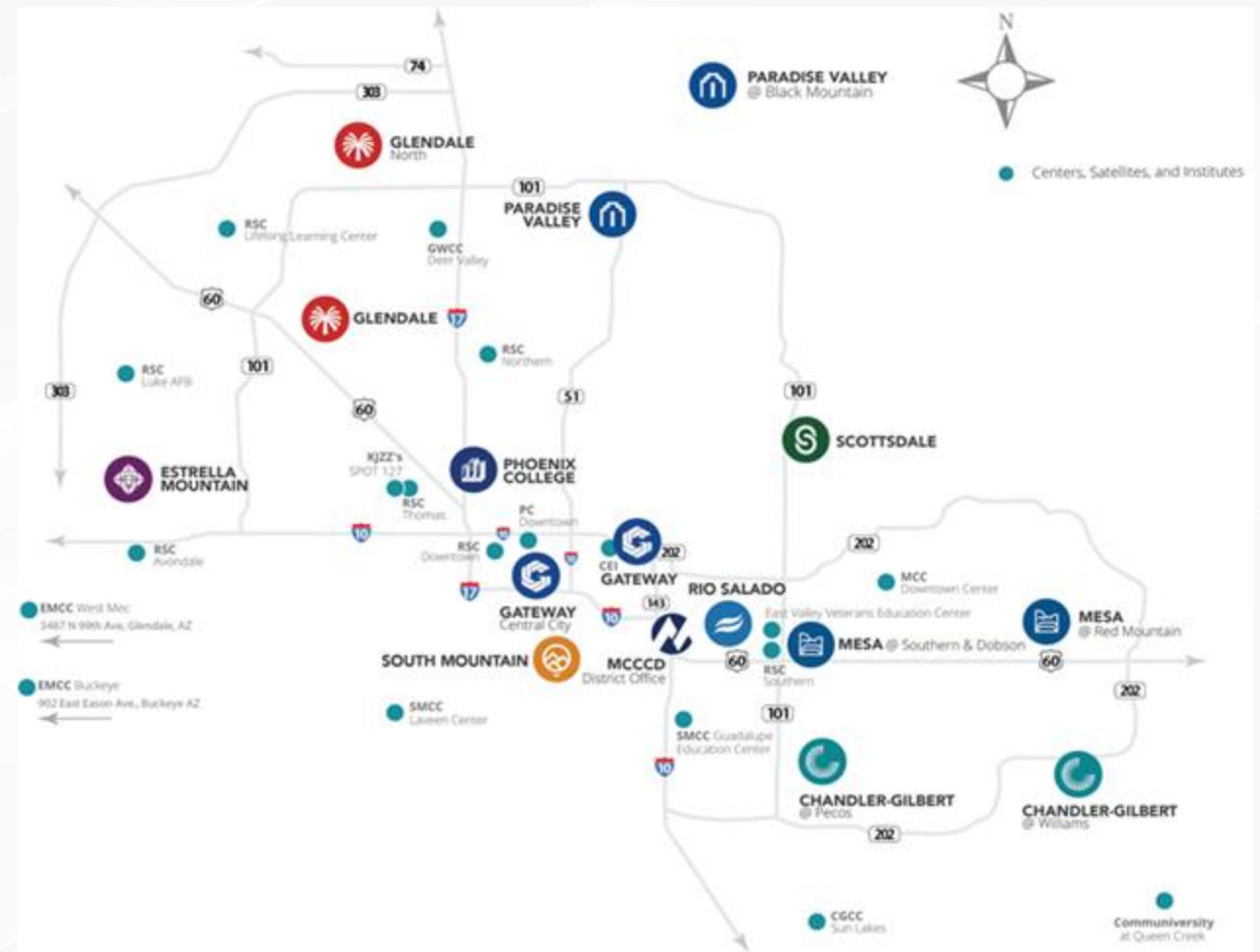
Jason Weinstein

Chief Officer of Corporate Engagement, MCCCCD

Executive Director, Maricopa Corporate College

Maricopa County Community College District (MCCCD)

- Serve an area of 9,224 square miles and 4.4M residents in Maricopa County
- Ten individually accredited colleges across Maricopa County
- More than 83,000 credit students enrolled per semester
- 24,000 certificates, degrees and occupational awards annually
- 7 publicly elected trustees



Maricopa Corporate College

1

Resource to the Colleges and Workforce Partners

Multi-College, Industry-
Responsive System
Strategies

2

Training Provider

Skill-Building Workshops
and Customized Training
Solutions

3

Grant Implementation

- Route to Relief
- Single Front Door
- Centralized Service Model

MCCCD and Fresh Start | Route to Relief

Eligibility

Maricopa County residents eligible for in-state tuition who have been impacted by the COVID-19 pandemic under one of the following circumstances since March 2020:

- Household income is reduced due to lost wages or reduced work hours
- Applicant currently is or has been unemployed
- Applicant qualified for unemployment or pandemic insurance benefits
- Applicant laid off or furloughed from job
- Applicant stopped working to care for a sick household member
- Loss of child or spousal support
- Applicant stopped working to care for children home from school or daycare

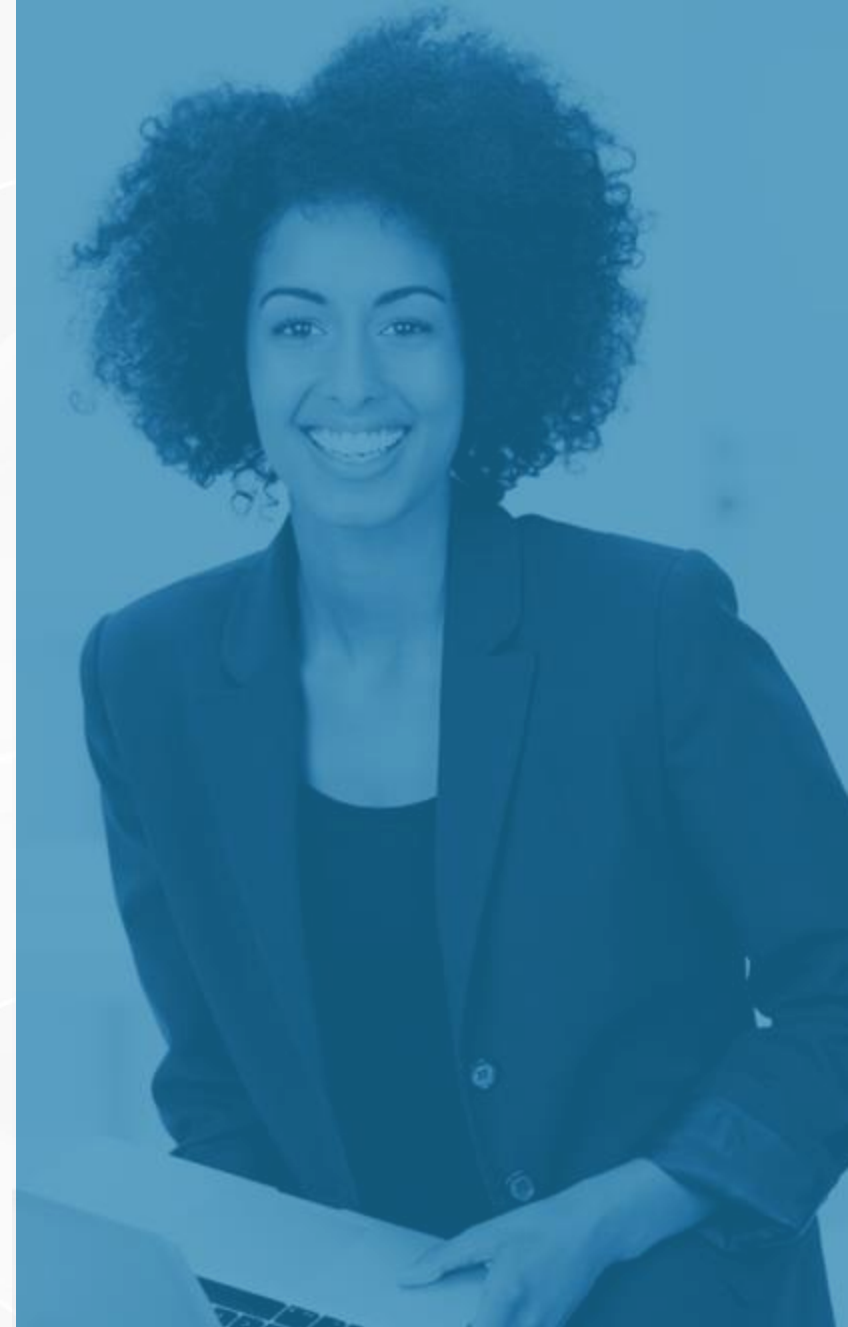
Support Services

This project provides support to remove potential barriers that students may face in an effort to help them gain an industry credential, including:

- Career navigation services
- Streamlined admission and enrollment
- Up to **\$5,000** for tuition, books, and fees
- Up to **\$500** for training-related expenses
- Monthly stipends for the duration of the student's educational program (up to 6 months)
 - **\$1,500/month** for students with a dependent 13 or younger
 - **\$1,000/month** for all other students
- Employment assistance
- Up to **\$500** for job search expenses

MCCCD and Fresh Start | Partnership Features

- **Ongoing Communication and Planning**
 - Dedicated Point of Contact
 - Event Collaboration
- **Cohort Model**
 - Sector-Based
 - Occupation-Specific
- **Braided Funding**
 - Federal, State, and Private Investments
 - Letters of Support



We all win together.

Outcomes for Our Community

- Nonprofits + Schools = Big win for all
- Leveraging data together = stronger outcomes

Educators/ Schools

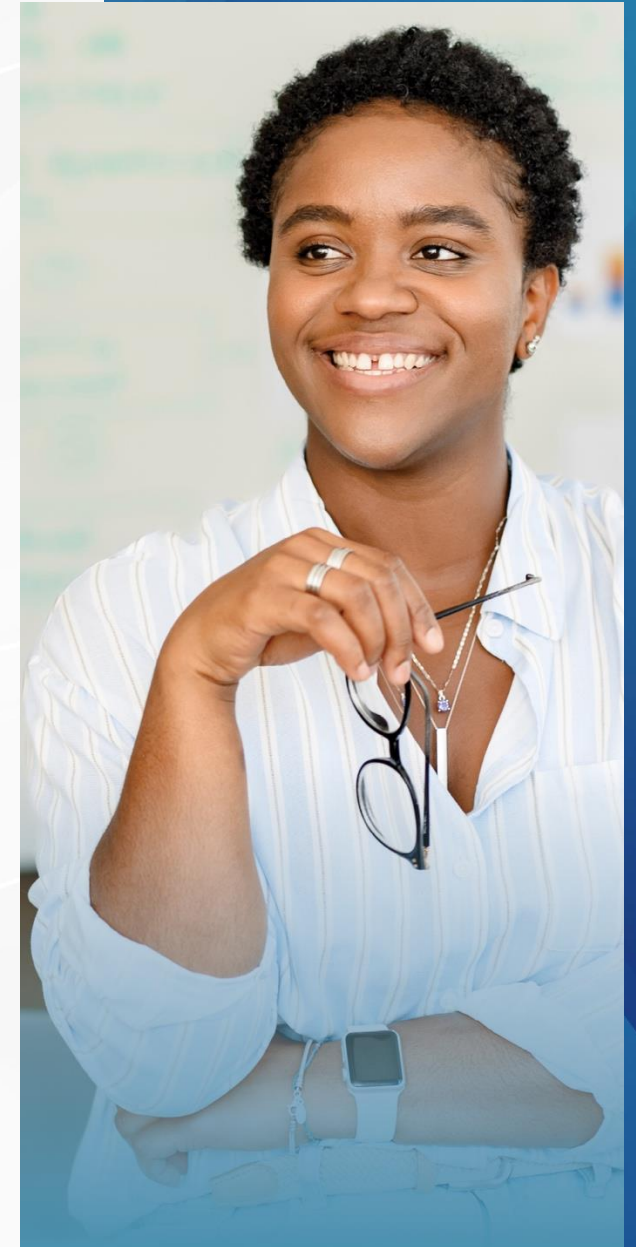
- Schools win - optimize program outcomes, improve student outcomes & strengthen financial performance

Nonprofits

- Nonprofits win - improved program effectiveness, increased community impact & stronger partnerships

Community/ Employers

- Community wins - educated and skilled workforce, economic growth, reduced poverty & improved quality of life



Thank You



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Contact Us for More Information

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