

**NOW!**

***NEW ORLEANS WORKS***

Advancing Economic Success  
Community Foundations Building, Family, Community and Regional Prosperity  
March 16<sup>th</sup> – 17<sup>th</sup>

# New Orleans Works & Greater New Orleans Foundation

- New Orleans Works is an initiative of the Greater New Orleans Foundation (GNOF)
- GNOF is the community foundation serving 13 parish southeast region of La. GNOF holds over 700 donor funds and has more than \$300 million in assets



GREATER NEW ORLEANS  
FOUNDATION

*For a vibrant region.*



# New Orleans Economy

- Traditional NOLA economic drivers
  - Tourism
  - Oil and Gas
  - Shipping
- \$6 Billion in infrastructure investments over the next 10 years
  - 3 Billion in BioDistrict
  - 800 million for airport
  - 1.26 billion for drainage
  - 601 million for sewerage
  - 836 million for water system improvements

# Why N.O.W?

- National Fund for Workforce Solutions Opportunity
- GNOF has an Economic Opportunity portfolio
- New Orleans Business Alliance

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# NOW Collaborative

- Composed of funders who contribute funding and their time to support NOW and its mission to help jobseekers, incumbent workers, and employers in high growth industry specific sectors

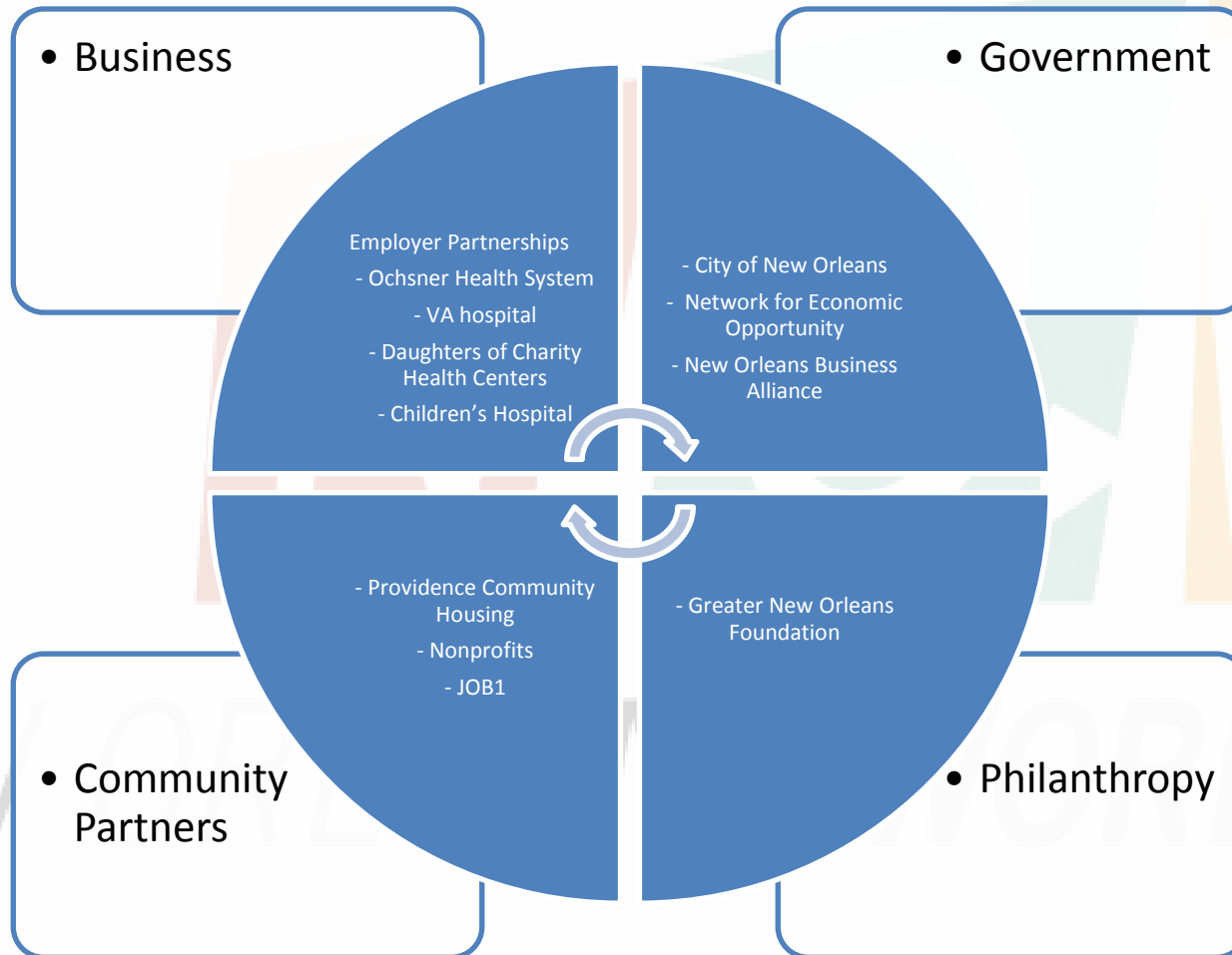
LOCAL AND  
NATIONAL  
PARTNERS:



URBAN  
STRATEGIES



# How It Fits Together



# Nikita's Story



NEW ORLEANS

# NOW's Focus

- Through our work NOW aims to create workforce partnerships - robust and long lived relationships among employers, workers, education and training providers to meet the needs of employers and employees
- Currently we have partnerships with all major **healthcare employers** in NOLA
- Employment of African American males





# NOW Programs in Action

- Impacted over 500 people through:
  - Medical Assistant program (Ochsner, Delgado, Providence)
    - Free training for jobseekers and incumbent workers
    - Support services provided
    - Jobseekers who successfully complete are guaranteed placement
  - VA – Hudson Thomas Program to train incumbent workers
    - Basic skills training
  - Daughters of Charity Health Centers medical coding and billing
  - Children’s Hospital Planning Grant
- Grantee Convenings

# So Far NOW has been able to...

- Establish a partnership with the largest employer and the largest community college in the region
- Train over 70 people for jobs as medical assistants – all of first year's class still employed almost 1 year later
- Provided the impetus for an across the board pay increase for more than 400 employees
- Increase support services available for job seekers on site at the Delgado Community College campus, including VITA tax assistance, legal services, financial planning, and benefits screening



# Wealth Building Capitals

- Individual – educational training has increased skill development of jobseekers and incumbent workers
- Intellectual – Ochsner has now instituted incumbent worker training for their MAs; grantee convenings to share information
- Social – Collaborative working together since 2011 and membership has increased
- Political – Ochsner's leadership has bought into this program; the City is instituting a Network for Economic Opportunity with employer centric work at its center

# Moving Forward

- Hospitals/other healthcare facilities solve a critical workforce need and give low skilled workers industry recognized skills and credentials
- Employer contributions to support workforce programs increase
- NOW work will continue as an initiative of GNOF and part of the Economic Opportunity framework

# Lessons Learned



- Wrap around support services
- Screening and setting expectations
- Metrics for successful completion

# Contact

- Feel free to contact Bonita Robertson, Site Director at 504-598-4663 or via email at [bonita@gnof.org](mailto:bonita@gnof.org) with questions/concerns

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