

**Federal Reserve Bank of St. Louis  
Investment Connection Proposal**



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Organization Name	Boys & Girls Clubs of Greater Memphis
Mission statement	The mission of the Boys & Girls Clubs of Greater Memphis is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, and responsible citizens.
Overview of Organization	Established in 1962, Boys & Girls Clubs of Greater Memphis (BGCM) has been at the forefront of youth development, working with young people from disadvantaged backgrounds across the city for over 55 years. BGCM actively seeks to enrich the lives of girls and boys that other agencies have had difficulty reaching. We are committed to ensuring that our community's youth have greater access to quality programs and services that will enhance their lives and shape their futures. Today more than 4,500 boys and girls are taking advantage of the programs, activities, and services provided by BGCM. Our youth benefit from trained, caring, professional staff and volunteers who help young people take control of their lives, envision productive futures, and reach their goals. BGCM provides our youth with evidence-based programming in the four core areas of academic success, career success, healthy lifestyles, and good character and citizenship. The effectiveness of our programs combined with the efforts of our caring staff has contributed to the 100% graduation rate of BGCM's seniors for the past 5 years.
Website	www.bgcm.org
Location of project/activity	Memphis/Shelby County
Project/proposal title	Juice Plus+ Technical Training Center
Support request	Investment/Grant
Requested amount	\$75,000

Other significant partners in the proposal	Some of our most significant program partners for the Juice Plus+ Technical Training Center include Tech901, FedEx, Juice Plus+, AutoZone, and NexAir. A few of our funding partners include the United Way of the Mid-South, Workforce Investment Network, and the City of Memphis.
Proposal narrative	<p>In an effort to alleviate the effects of poverty, the Boys &amp; Girls Clubs of Greater Memphis has pioneered a program in workforce development, the Juice Plus+ Technical Training Center, to help train and place opportunity youth ages 16-24 in productive careers. Our Juice Plus+ Technical Training Center (TTC) was the first of its kind in the Boys &amp; Girls Clubs of America and is a premier facility that offers training in some of the fastest growing career fields in Memphis – Culinary, Logistics, Automotive, Welding, Business, Greenhouse Agriculture and the IT Industries. At the TTC, students learn the skills they will need to enter the workforce while receiving training in the areas of customer service, money management, computer soft-skills and personal goal setting that will make them employees of choice.</p> <p>Our services come at a time when the TTC’s client demographic of predominately African American youth is in considerable need: the unemployment rate for African Americans age 20-24 is 20%, almost double the national average of 11%, according to the Bureau of Labor Statistics. A report from the Memphis Chamber of Commerce shows that roughly 18,000 jobs in the city of Memphis went unfilled in 2013 because of a lack of qualified, skilled workers. This figure is all the more troubling when one considers a report prepared by Seeding Success in partnership with the Workforce Investment Network which shows that were 32,877 youth between the ages of 16-24 were not in school or working during that same year. The Technical Training Center serves its clientele by providing the training and professional resources to connect youth with these jobs. Through job readiness services that include training, college visits, employee shadowing, job fairs, and workplace tours, the TTC helps trainees build a solid platform for professional success.</p> <p>The TTC strives to provide underserved and at-risk youth with the broad array of skills needed to find a promising career path and/or attend college. Strategically located in a poverty-stricken area of southern Memphis with close access to several schools, the TTC offers training in two core areas: “hard,” technical skills like automotive repair</p>

	<p>and logistics, and “soft” skills like interviewing techniques, strategies for writing effective cover letters, and basic computer skills. By covering these two vital aspects of the employment process, the TTC thoroughly prepares its program participants for success in the job sector, where applicants must possess desirable skills and the practicality to market them effectively.</p> <p>The annual membership fee for a student to attend the Technical Training Center is only \$10, though our services cost \$2,500 per youth annually. A \$75,000 grant would provide 30 Memphis youth the opportunity to learn the technical job skills they will need to enter the workforce while receiving training in the areas of customer service, money management, computer soft-skills, and personal goal setting that will make them employees of choice.</p>
Issues addressed	Economic/workforce development
Geographic impact	Countywide; Citywide; Neighborhoods
Population served	The opportunity youth between ages 16-24 that we serve at the Juice Plus+ Technical Training Center are among the most at-risk in the nation. According to the University of Memphis School of Public Affairs and Policy, Memphis has the nation's highest under-18 poverty rate of any metropolitan statistical area with a population over one million. 30.8% of Memphians under 18 are in poverty, a statistic that illustrates the difficult backgrounds of the majority of our trainees. The TTC serves youth from all over the city of Memphis in order to teach them the skills necessary to secure and keep a job.
Income of population served	90% of the youth that we serve at the TTC are members of working class families who are at or below 200% of the federal poverty level. 96% of our trainees come from households that make less than \$28,275 annually. The TTC provides our opportunity youth with the necessary academic skills and technical training that they need to become gainfully employed and overcome poverty.
Anticipated outcomes/impact	<p>BGCM has developed goals for our students at the TTC in order to effectively measure the impact that we have within the community. BGCM's top 3 short term goals for this students at the Juice Plus+ Technical Training Center are:</p> <ol style="list-style-type: none"> <li>1. 75% of students enrolled are retained and graduate from the program.</li> <li>2. 75% of students that complete the program are able to obtain a certification by meeting testing requirements upon completion of the program.</li> </ol>

	<p>3. 75% of graduates obtain a job and/or continue their education within 3 months after completing the program.</p> <p>BGCM's top 3 long-term goals for this students at the Juice Plus+ Technical Training Center are:</p> <ol style="list-style-type: none"> <li>1. 100% of graduates obtain a job and/or continue their education within a year after completing the program.</li> <li>2. The median earnings of program participants who have found a job within a year is at least \$11/hour.</li> <li>3. 75% of graduates attending a postsecondary educational institution graduate with a credential within 5 years after completion.</li> </ol> <p>In order to ensure success, the Retention Specialist at the TTC will work with enrolled students to increase retention and aid them in preparation for certification testing. The Retention Specialist will also track job and educational placement and salary of program graduates and help them with issues concerning educational or career placement that occur upon program completion.</p> <p>Because the Juice Plus+Technical Training Center has considerable success in producing positive outcomes, BGCM anticipates that the TTC will continue to have a highly significant impact on the Memphis and Shelby County community. In 2016, 161 students graduated from the TTC with a certification and all of these students were able to secure a job, join the military, or enroll in college after they graduated. 100% of our graduating trainees have secured a job, joined the military, or enrolled in college for the past five years. The TTC also has a great partnership with the city of Memphis through the MPLOY program. Each summer, students from the city come to the TTC to receive job training through an accelerated program. Because of our successful provision of a positive youth summer experience through the MPLOY program, we were recently awarded the 2017 Business Partner of the Year Award by the City of Memphis. BGCM also received 2017 Volunteer Memphis nonprofit of the year award because of our organization's focus on job readiness and training for all of the youth that we serve.</p>
<p>Evaluation methods used to measure success</p>	<p>Assessment and feedback are a continual process for trainees at the TTC, and our goal structure reflects this measure of scrutiny. Based on the student's individual service strategy and his or her training track, goals are established to reflect individual needs and the requirements of the training curriculum. Our students are</p>

	<p>graded on a daily basis using criteria that include competence, participation level, attendance, and conduct. These grades and trainee attendance rates are used to calculate the stipend amount the trainee will receive. On top of routine examinations like progress checks in welding and automotive care, every member is required to take a pre-test at the beginning of their program, a midterm evaluation, and a post-test at the program's conclusion.</p> <p>BGCM uses the Visions Data Tracking to manage our data and empower our case management. Our foremost benchmark for success is the job and college placement rate for participants who complete TTC programs. For the past five years, 100% of those participants have either found a job or gone to college.</p>
Project time frame	Existing Program