JVS Techstart - Project Abstract

1. **Lead Applicant Name**: Jewish Vocational Service (JVS)
2. **Lead Applicant City, State**: San Francisco, CA
3. **Primary Partnership Entities**:
   - <u>Workforce Investment System</u>: Alameda County Workforce Investment Board, Contra Costa Workforce Development Board,
   - <u>Training Provider</u>: bloc, CCSF, Rocket Collective
   - <u>Business-Related Non-Profit Organizations, Consortia of Businesses, or Business</u>: JVS, SF Citi, Techstart Employer Advisory Committee
4. **Areas Served by Grant**: Alameda, Contra Costa and San Francisco Counties
5. **Total Funding Level Requested**: $6,396,276
6. **Project Name**: JVS Techstart
7. **Summary of Program Activities and List of Credentials to be Awarded**:

   JVS's innovative design for the Techstart program is informed by direct client and employer input; training and placement activities are targeted to the most in-demand jobs in a competitive market. The model proposed shifts participants' focus from identification with a prior job to identification with a dynamic and growing skill set, from waiting to networking, from credential acquisition to portfolio building, and from job placement as a final outcome to career management as an ongoing practice and mindset.
   - Marketing and Outreach through facebook, LinkedIn, Twitter and Meet Ups
   - An intensive week-long, live appraisal process, to determine participants' motivation level, attitude, flexibility, responsiveness, and accountability, delivered in an active, participatory workshop format
   - Three tracks: Career Jumpstart - a five week intensive boot camp ; Career Techstart - a 4-6 month training program in salesforce administration, full-stack web development, front end web development, mobile iOS development, mobile Android development, or user experience design; or Career Kickstart - a long-term training track (1-2 years) in network security, LAMP, or UNIX/LINUX
   - Paid work experience/paid internships to provide participants with relevant, recent work experience, and help them build their networks
   - Supportive and specialized services to ensure participants have the resources they need to grow their skills and be successful in their job search
   - Placement, follow-up, and retention: Participant activities will be guided by their Employment and Training Plan, a product of the assessment process which consolidates the job goal, the skills needed, 5-10 key employers to contact and specialized services to be accessed. The ETP will keep participants focused on

building the skills they need for their target job, continuously reaching out to key employers identified at the assessment, and providing referrals to networking opportunities, job openings, and hiring events. Once participants are placed, Employment Specialists will follow-up with participants to address career management and retention.

- Credentials to be awarded include: Salesforce Administrator Certification, Certificate in Network Security, a degree in Computer Networking and Information Technology, a LAMP Administration Certificate, UNIX/LINUX Administration Certificate, a UNIX/LINUX Programming Certificate.

8. **Populations to be served**: 85% Long-term unemployed; 15% unemployed
9. **Targeted H-1B Industry/Occupations**: software applications developers, information security analysts, computer and network systems administrator, salesforce administrator.
10. **Required Employer Partner(s)**:
    - eBay, Inc./PayPal – eBay was the employer with the most H-1B hires in San Jose in 2012 with 437 hires at average salaries of $111,595, and PayPal was number 2 with 218 hires at average salaries of $116,041.
    - University of California San Francisco (UCSF) – UCSF was the top H-1B visa employer in San Francisco in 2012, with 217 such hires at average salaries of $64,514.
    - Evolv http://www.evolv.net/ "Big data solutions for workforce optimization"
    - Entelo https://www.entelo.com/
    - Zynga – In 2012, Zynga was the fourth highest ranked H-1B visa applicant supporter with 56 H-1B visa hires at average annual salaries of $114,607.
    - G2 Insurance http://g2insurance.com/
    - Charles Schwab, Inc.
    - Twitter Twitter sponsored 211 H-1B visa applications at average annual salaries of $129,434 for software engineers, data scientists, business analysts and developers
11. **Additional Key Partners**: Rubicon Programs, and the San Francisco Human Services Agency
12. **Public Contact Information**: Abby Snay, Executive Director, JVS, 225 Bush Street, Suite 400 San Francisco, CA 94104