

HH Grant Report info January 1 - March 31, 2024

Description of Services Billed (by participant and activity using Appropriate Billable Rates in Exhibit B and following Contractor’s Budget under Exhibit B Attachment 1)

1. **Program Enrollees:** description and status of enrollees in each program (non-confidential data on enrollees to date (e.g., age, gender, racial composition, special needs, education and/or employment status)
 - a. Continuing enrollees reported in prior quarterly reports: **(14 Total)**
 - 10 continuing certificate program**
 - 3 who have paused their certification program**
 - 1 returning and enrolling in certificate program**
 - b. New enrollees for this quarterly report: **(4 Total)**
 - 4 new enrollees in certificate programs only; replacing those who are no longer in the program**
 - c. Enrollees who are no longer enrolled in program:
 - 6 who did not enroll in a certificate program are no longer in the program**

Winter and Spring 2024 (new certificate enrollments)

Student ID	Winter SCA Pathway	Spring Certificate Enrollment (Current)	Certificate Payment Schedule	Amount
Student 10	Digital Marketing	UX Design	50% Payment for certificate Enrollment	\$5,917.50
Student 23	Digital Marketing; Software Development; Information Technology (IT) Support	Data Analytics	50% Payment for certificate Enrollment	\$5,917.50
Student 24	User Experience (UX) Design; Digital Marketing; Software Development	Cybersecurity	50% Payment for certificate Enrollment	\$5,917.50
Student 25	IT Support	IT Automation with Python	50% Payment for certificate Enrollment	\$5,917.50
Student 26	Project Management	Data Analytics	50% Payment for certificate Enrollment	\$5,917.50
			Total	\$29,587.50

Measure HH Pilot Workforce Development Program Quarterly Report – April 2024

WIP Report Data	#	%
# of Applicants	18	
Employment Status		
Employed, Working Full-Time	5	28%
Employed, Working Part-Time	3	17%
Not Employed, Looking for Work	7	39%
Not Employed, Not Looking for Work	2	11%
Disabled, Not able to work	0	0%
Ethnicity		
Black or African American	7	39%
Hispanic or Latina/Latino/Latinx	6	33%
Pacific Islander or Native Hawaiian	2	11%
White	1	6%
Prefer Not to Answer	2	11%
Gender		
Male	9	50%
Female	9	50%
Age		
Youngest	20	
Oldest	66	
Median	38.5	
Highest Level of Education		
Some High School	6	33%
High School Graduate or Equivalent (e.g. GED)	4	22%
Some College	4	22%
Trade/Technical/Vocational Training	3	17%
College Degree	1	6%
Google Professional Certificate enrollment		
IT Support	7	39%

UX Design	3	17%
Data Analytics	4	22%
Cybersecurity	3	17%
IT Automation with Python	1	6%

2. Program Outreach: description of outreach activities and events (e.g., community groups targeted and number of attendees or participants).

Winter Quarter outreach included contacting adults enrolled in StreetCode Winter Quarter classes (around ~150 students)

- WIP Adults
- Hack, Hustle, Design Lab
- Creative Design Studio
- Jr. StreetCode: ProCreate Playground
- Sphero Robotics (Jr. Intro to Code)
- Intro to Hustle
- TechX (in-person section)
- From Black Planet to Black Twitter (hybrid)
- Project Management
- Digital Marketing: Storytelling
- Game Design (Afternoon Section)
- Game Design (Evening Section)
- Intro to Code
- TechEquis
- TechX (online section)
- Web Design I - WordPress

Outreach to the StreetCode alumni and those who participated in Exposureship events offered in previous quarters.



STREETCODE ACADEMY

**SALT+LIGHT
EXPOSURESHIP**



www.streetcode.org

HACK. HUSTLE. DESIGN.

- Exposureships are an original StreetCode program aimed at providing students of all ages with rapid introductions to companies and organizations across a range of industries and sizes. In addition to allowing students to witness a variety of career paths, students will also bolster their professional network and add to their resume by completing a brief project for the benefit of the company/organization.
- We unfortunately had to pause future exposureships due to the layoffs in the tech industry (ie CISCO, and others)

3. Career Development: description of career development and job placement services provided to program enrollees.

- Huddle Up, Exposureship events and Pop Ups provide them with opportunities to meet with professionals to learn about their companies and hear about their individual journeys.
- Office hours with the Work Innovation Program Manager is used to assess their career readiness skills, gather employment information to improve their resume and LinkedIn documents, strategic use of online search engines to identify jobs they can consider as they transition to a new career pathway or jobs requiring reskilling or upskilling.
- Continuing their meeting with Career Coaches. Coaches met with their mentee once a month outside of the WIP class.

4. **Support Services:** description of supportive services requested or provided to program enrollees.

StreetCode is committed to ensuring the program is accessible for all participants over the year-long program. This cohort group has made use of the following services.

- **Monthly stipend (up to \$500) to assist with community needs**
- **Free hotspot rental**
- **Free laptop rental**
- **Free education classes and certifications in technology**
- **1:1 career coaches to support student's career journey**
- **Paid certification for pre-approved program along the four innovation pathways**

Note: Because the WIP program is ongoing, we will be updating the performance metrics as time goes on.

5. **Performance Metrics N/A (coming in final report)**

- a. Program Completion Rate
- b. Job Placement Rate
- c. Starting Wage
- d. Living Wage
- e. Other applicable performance metrics by Contractor

7. **Performance Assessment (as applicable)**

- a. Program successes and outcomes
 - **WIP co-hosted tech classes in the Winter Quarter that introduced participants to the variety of certificates they could enroll in, including: Tech Exposure, Intro to Code, Intro to Product Management**
 - **90% of students participated in one Exposureship opportunity during the Fall, which also attracted those outside of WIP who expressed interest in joining for following quarters.**
 - **62% were matched with Career Coaches that meet on a monthly basis on average**

b. Program challenges

Enrollment and participation numbers declining this quarter amidst assurances of continued engagement in StreetCode activities signal a complex interplay of challenges faced by the workforce development program. The tech layoffs in the Bay Area have undoubtedly cast a shadow over the local job market, impacting the confidence and stability of individuals seeking skill development opportunities. Moreover, the looming specter of a recession amplifies uncertainties, prompting potential participants to reconsider their commitments amid economic turbulence. Concurrently, the everyday struggles of life, such as mounting bills and health issues, serve as formidable barriers, diverting attention and resources away from educational pursuits. In this climate, maintaining consistent enrollment and active engagement demands innovative strategies that address both economic anxieties and personal hardships.

Despite facing setbacks in enrollment and participation, the assurance of continued engagement from participants underscores the intrinsic value and impact of StreetCode activities. The program's adaptability, evidenced by its utilization of various communication channels like office hours, phone calls, texting, and emails, highlights its responsiveness to the diverse needs and circumstances of its participants. Amidst the challenges of layoffs, inflation, economic downturns, and personal hardships like medical bills, the persistence of individuals in seeking skill development opportunities reflects a resilient spirit and a recognition of the program's potential to provide tangible benefits. As StreetCode navigates these turbulent waters, maintaining open lines of communication, offering flexible support mechanisms, and fostering a sense of community solidarity will be instrumental in sustaining participant engagement and driving positive outcomes amidst adversity.

Even though the Certificates indicate no prior knowledge or experience is needed to be successful in the courses, a few students found the courses too challenging due to language proficiency issues. This was particularly true of Cybersecurity and UX Design. The Program Manager recommended that they enroll in IT Support.

c. Areas for improvement or follow-up

To enhance the effectiveness of the workforce development program, a concerted effort to encourage students to schedule and attend office hours is paramount. Office hours serve as invaluable opportunities for personalized guidance and support, fostering a one-on-one dialogue between mentors and participants. By actively promoting the utilization of office hours, the program can ensure that individuals receive tailored

assistance tailored to their specific needs and aspirations. Moreover, instituting a structured approach within these office hours to develop a Learning & Development Plan can significantly amplify the program's impact. By reviewing participants' past work experiences and meticulously analyzing relevant job descriptions, mentors can collaboratively identify key skill gaps and training needs essential for enhancing employability. This strategic approach not only empowers individuals with a clear roadmap for skill acquisition but also aligns their learning objectives with the demands of the job market, thus maximizing their chances of securing meaningful employment opportunities.

Following up on the initiatives outlined during office hours is crucial for sustaining momentum and driving tangible outcomes within the workforce development program. Regularly revisiting the Learning & Development Plans crafted during these sessions enables mentors and participants to track progress, identify challenges, and adapt strategies accordingly. Incorporating accountability mechanisms within the follow-up process ensures that individuals remain committed to their learning goals and take proactive steps towards skill acquisition. Additionally, leveraging the insights gained from follow-up sessions can inform program refinements and enhancements, facilitating continuous improvement and relevance. By fostering a culture of accountability and iteration through consistent follow-up, the program can foster a supportive ecosystem conducive to long-term success and holistic personal development.

d. Program refinements and modifications

As we navigate the challenges posed by inflation, economic downturns, and the burgeoning gig economy, our workforce development program remains steadfast in its commitment to empowering participants with the tools and support needed to thrive in this evolving landscape. Leveraging the expertise and experiences of program graduates to provide mentorship and networking opportunities takes on added significance in preparing individuals for entry-level freelance work in platforms like Upwork or Fiverr. By fostering a sense of community and continuity within the program, students gain not only practical skills but also invaluable insights into navigating the intricacies of the gig economy. Moreover, recognizing the imperative for flexibility in response to shifting market dynamics, the program is undergoing refinements aimed at accommodating diverse student schedules and preferences. Embracing asynchronous learning opportunities through hybrid delivery methods ensures that participants can engage with course materials at their own pace,

fostering greater accessibility and inclusivity while enabling individuals to balance their pursuit of freelance work with other commitments.

In light of the changing landscape of the tech industry and the impact of layoffs, the program is intensifying its efforts to facilitate a seamless transition from workshops to entry-level freelance opportunities. Enhancing career services and job placement initiatives, in collaboration with industry stakeholders, equips students with the skills and connections needed to secure meaningful employment in the gig economy. By connecting participants with targeted mentorship aligned with current market demands, the program empowers individuals to navigate the nuances of freelancing successfully. These strategic refinements and modifications not only ensure the program's relevance but also empower participants to thrive amidst economic uncertainties, laying a solid foundation for their success in the dynamic world of freelance work.

8. Final Performance Report: N/A (coming with final report)

- a. Summary and conclusions on program outcome and accomplishments (include both qualitative and quantitative assessment)
- b. Observations and recommendations to improve Measure HH Workforce Development Program

HH ID	Status	Date Enrolled in SCA	SCA Pathway	Enrolled in SCA course	Enrolled in Affiliated Certificate	Google Certificate	Competition Date	50% SCA Enrollment	SCA Enrollment Invoice Date	50% Certificate Enrollment	Certificate Enrollment Invoice Date	Education	Employment Status
Student 01	Paused certificate; still in program	5/23/2023	IT Support	Summer Accelerator	Yes	Cybersecurity	N/A	\$5,917.50	7/31/2023	\$5,917.50	10/31/2023	Some College	Not Employed, Looking for Work
Student 02	Enrolled in certificate; changed from Cybersecurity to IT Support (recommended); still in program	6/28/2023	Software Development	Intro to Code	Yes	Cybersecurity, IT Support	N/A	\$5,917.50	7/31/2023	\$5,917.50	10/31/2023	High School Graduate or Equivalent (e.g. GED)	Employed, Working Full-Time
Student 03	Did not enroll in Certificate; no longer in program	5/24/2023	IT Support	TechX	No	N/A	N/A	\$5,917.50	7/31/2023	no payment	no invoice	Trade/Technical/Vocational Training	Employed, Working Full-Time
Student 04	Enrolled in certificate; still in program	5/24/2023	IT Support	TechX	Yes	IT Support	N/A	\$5,917.50	7/31/2023	\$5,917.50	10/31/2023	Post-Graduate Degree	Employed, Working Full-Time
Student 05	Enrolled in certificate; still in program	5/30/2023	IT Support	TechX	Yes	IT Support	N/A	\$5,917.50	7/31/2023	\$5,917.50	10/31/2023	Some High School	Not Employed, Not Looking for Work
Student 06	Enrolled in certificate; still in program	6/6/2023	Digital Marketing	Digital Marketing	Yes	UX Design	N/A	\$5,917.50	7/31/2023	\$5,917.50	10/31/2023	Some College	Not Employed, Looking for Work
Student 07	Enrolled in certificate; still in program	6/6/2023	UX Design	Web Design	Yes	Data Analytics	N/A	\$5,917.50	7/31/2023	\$5,917.50	10/31/2023	Trade/Technical/Vocational Training	Employed, Working Full-Time
Student 08	Did not enroll in Certificate; no longer in program	6/6/2023	Software Development	Intro to Code	No	N/A	N/A	\$5,917.50	7/31/2023	no payment	no invoice	Some College	Not Employed, Not Looking for Work
Student 09	Did not enroll in Certificate; no longer in program	5/15/2023	UX Design	Intro to Code	No	N/A	N/A	\$5,917.50	7/31/2023	no payment	no invoice	Some College	Not Employed, Looking for Work
Student 10	Paused after SCA Returned to program in January 2024 Enrolled in certificate different from SCA pathway (recommended)	5/16/2023	UX Design	Lights, Video, and Storytelling	Yes	UX Design, IT Support	N/A	\$5,917.50		\$5,917.50	4/30/2024	High School Graduate or Equivalent (e.g. GED)	Employed, Working Full-Time
Student 11	Did not enroll in Certificate; no longer in program	6/11/2023	IT Support	Intro to Project Management	No	N/A	N/A	\$5,917.50	7/31/2023	no payment	no invoice	High School Graduate or Equivalent (e.g. GED)	Employed, Working Full-Time
Student 12	Did not enroll in Certificate; no longer in program	6/8/2023	UX Design	Intro to Design Thinking Web Design	No	N/A	N/A	\$5,917.50	7/31/2023	no payment	no invoice	College Degree	Not Employed, Looking for Work
Student 13	Enrolled in certificate; still in program	6/8/2023	Digital Marketing	Digital Marketing	Yes	Data Analytics	N/A	\$5,917.50	7/31/2023	\$5,917.50	10/31/2023	Post-Graduate Degree	Not Employed, Looking for Work
Student 14	Paused certificate for medical reasons; still in program	6/8/2023	Digital Marketing	Digital Marketing	Yes	Cybersecurity	N/A	\$5,917.50	7/31/2023	\$5,917.50	10/31/2023	High School Graduate or Equivalent (e.g. GED)	Not Employed, Not Looking for Work
Student 15	Paused certificate; still in program	6/8/2023	IT Support	TechX	Yes	Cybersecurity	N/A	\$5,917.50	7/31/2023	\$5,917.50	10/31/2023	High School Graduate or Equivalent (e.g. GED)	Employed, Working Part-Time
Student 16	Paused certificate for medical reasons; still in program	6/13/2023	IT Support	TechX	Yes	IT Support	N/A	\$5,917.50	7/31/2023	\$5,917.50	10/31/2023	High School Graduate or Equivalent (e.g. GED)	Employed, Working Full-Time
Student 17	Paused certificate; still in program	6/23/2023	IT Support	TechX	Yes	IT Support	N/A	\$5,917.50	7/31/2023	\$5,917.50	10/31/2023	Some College	Employed, Working Part-Time
Student 18	Did not enroll in Certificate; no longer in program	6/24/2023	UX Design	Intro to Design Thinking	No	N/A	N/A	\$5,917.50	7/31/2023	no payment	no invoice	Some College	Not Employed, Looking for Work
Student 19	Enrolled in certificate; still in program	6/29/2023	UX Design	Intro to Design Thinking	Yes	UX Design	N/A	\$5,917.50	7/31/2023	\$5,917.50	10/31/2023	Decline to State	Not Employed, Looking for Work
Student 20	Enrolled in certificate; still in program	7/9/2023	UX Design	Web Design	Yes	UX Design	N/A	\$5,917.50	7/31/2023	\$5,917.50	10/31/2023	College Degree	Employed, Working Part-Time
Student 21	Did not enroll in Certificate; no longer in program	7/23/2023	IT Support	TechX	No	N/A	N/A	no payment requested	no invoice	no payment requested	no invoice	Some High School	Disabled, Not Able to Work
Student 22	New enrollee; did not enroll in certificate; not requesting payment	2/28/2024	N/A	TechX	No	N/A	N/A	no payment requested	no invoice	no payment requested	no invoice	Trade/Technical/Vocational Training	Decline to State
Student 23	New enrollee in certificate program only; replaces another student who did not enroll in certificate; requesting payment for certificate enrollment	3/10/2024	Data Analytics	TechX	Yes	Data Analytics	N/A	no payment requested	no invoice	\$5,917.50	4/30/2024	High School Graduate or Equivalent (e.g. GED)	Not Employed, Looking for Work
Student 24	New enrollee in certificate program only; replaces another student who did not enroll in certificate; requesting payment for certificate enrollment	3/23/2024	IT Support	Intro to Hustle class	Yes	Cybersecurity	N/A	no payment requested	no invoice	\$5,917.50	4/30/2024	Trade/Technical/Vocational Training	Not Employed, Looking for Work

HH ID	Status	Date Enrolled in SCA	SCA Pathway	Enrolled in SCA course	Enrolled in Affiliated Certificate	Google Certificate	Competition Date	50% SCA Enrollment	SCA Enrollment Invoice Date	50% Certificate Enrollment	Certificate Enrollment Invoice Date	Education	Employment Status
Student 25	New enrollee in certificate program only; replaces another student who did not enroll in certificate; requesting payment for certificate enrollment	4/3/2024	IT Support	TechX	Yes	IT Authomation with Python	N/A	no payment requested	no invoice	\$5,917.50	4/30/2024	Trade/Technical/Vocational Training	Not Employed, Looking for Work
Student 26	New enrollee in certificate program only; replaces another student who did not enroll in certificate; requesting payment for certificate enrollment	4/10/24	IT Support	TechX	Yes	Data Analytics	N/A	no payment requested	no invoice	\$5,917.50	4/30/2024	Some College	
	Status	#	Comment										
	Still in program	13	SCA & Certificate paid										
	New enrollee in certificate (replacement)	4	Request Certificate payment only ; no SCA payment requested										
	Paused after SCA; returned for certificate	1	Request Certificate payment ; SCA payment received										
	No longer in program	7	SCA only paid										