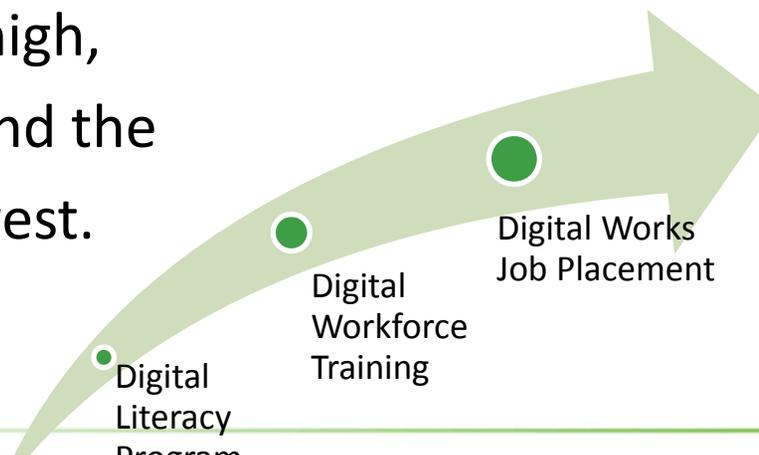




**A Sustainable Job Creation  
Platform for the Technology Sector**

# Digital Works: The Model

- A sustainable job creation program bringing technology-based jobs to people seeking work in local communities.
- A unique strategy to create jobs in areas facing high unemployment by leveraging broadband technology for shared services and IT outsourcing.
- **Trains, places, and mentors** high-quality business process candidates and develops co-working centers in rural settings where job demand is high, few employers exist, and the cost of living is the lowest.



## How it works

- 1) Establish formal partnership between local public and private sectors

**Formal buy-in, commitment of local communities**

- 2) Investment from public and private sources

**Facilities with computers, connectivity**

**Local subsidies for workforce development training**

- 3) Begin formal training program

**Recruitment, Screening, Training, Mentoring**

- 4) Employment with established private companies

## Why it works

**Development of High-Quality Employees** - screening, intake, and training process including: interview, skills assessment, nationally accredited job readiness certificate, background and credit check qualification.

**Customizable High-Skilled Training Programs** -designed to meet the individual needs of each corporation and community; training leads to priority placement with national corporate partners.

**Scalable** - 50 Digital Works trainees placed in each of 10 facilities would create 500+ jobs; the equivalent of a larger-scale industrial employer with far less acquisition costs, environmental impact, and single employer dependence.

**Proven Concept** -Digital Works demonstrated via a highly successful working model in Tennessee and Ohio.

## Why it works - Situational Analysis



- According to the Telework Research Network, telecommuting grew by 73% between 2005 and 2011 compared to only 4.3% growth of the overall workforce.
- Communications Workers of America find that U.S. businesses have outsourced over 500,000 telework positions.
- Recent survey of outsourcing executives found the U.S. is the world's most desirable location for expanding IT and business service centers. A similar study concluded that one-quarter of U.S. companies are looking to increase their sourcing of U.S. jobs by 5-20%.

# How it started - Perry County, TN



## ONE IN FOUR OUT OF WORK

### Local jobless rate jumped in March

Perry County's unemployment picture worsened in March, according to the latest figures available from the Tennessee Department of Labor and Workforce Development.

After a slight improvement from the first to the second month of the year, the jobless rate increased from February's 24.1% to 25.4% in the most recent report.

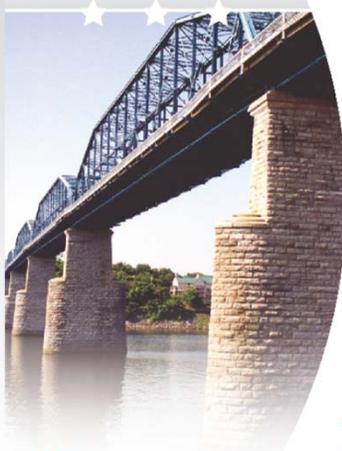
Statewide, the unemployment rate increased in seventy-four counties, decreased in nineteen counties, and remained the same in the remaining two.

Perry County continued to have the worst jobless rate in the state, outpacing Scott County (18.8%) in second place by almost seven points. Rounding out the top ten: Lauderdale, 18.2; Monroe, 17.5; Marshall, 16.9; Pickett, 16.9; Lewis, 16.7; Jackson, 15.8; Henderson, 15.6; and Maury, 15.6.

The state was 9.6%, an average of 8.5%. Perry County, 780 in March.

## Connected

CONNECTED TENNESSEE QUARTERLY



Perry County Keeps "Vision" for Progress Alive

Mobile Business Hits the Ground Running

Small Town Website Makes Big Plans for the Future



Fall 2009

- In 2009, the jobless rate increases in Perry County to over 27%.
- In January 2010, the VisionPerry Digital Factory Pilot starts with **Connected Tennessee** as partner.
- Composed of two training elements:
  - Customer Service
  - Computer Programming
- Remarkable success, well over 100 jobs created

<http://www.youtube.com/watch?v=Y6Fqdb1r9Js>

# Ohio Expansion



## 9 Sites in 9 Months

- Carrolton
- Delphos
- Gallipolis
- Logan
- Lynchburg
- Norwalk
- Portsmouth
- Woodsfield
- Zanesville

**1,023** Applicants

**502** Completed orientation

**131** Completed Virtual Stream Interviews

**70** Completed Phase 5 Skills

**68** Offered Position

**62** Worked Secured

**20 of 62** successful placements were unemployed for > 12 months



## What is required

### Facilities

- Approximately 1500 -2500 sq. ft. office or storefront space
- High-Speed Internet with a minimum of 10 mbps
- Conference room
- Small private office for interview space
- 12-15 workstations (desks and chairs)
- 12-15 analog phone lines
- Regional cluster for program synergy

### Funding

- Local, State, or Federal funding (i.e. public start-up investment, Innovation Fund, EDA...)
- Contributions (i.e. private, foundations...)
- Training subsidies (i.e. Local Workforce Investment Board...)

# What are the benefits and outcomes



## Job placement and Employer Pipeline

- 10-15 **new** jobs per month (120-180 annually)
- National and regional employer relationship development
- Possibility of corporate partners relocating to your community

## Training and Mentoring

- A full time on site facilitator and career counselor
- Training and curriculum development
- Training portal and online development resources

## Program administration

- IT / technical support, training equipment and facility set up
- Marketing and outreach
- HR, Legal, Personnel management and training
- Compliance and budget management

## Testimonials



“It was very exciting to get job interviews on just my past education and work history. I’m in the process of taking the PHP (Hypertext Preprocessor) and code writing part of the training. I’m looking forward to the new opportunities that I’ll get from this part of the programming training.”

-Richard Bauman, Digital Works Participant

Training start date: 9/4/2013

Work secured: 10/18/2013

Date moved to level-two position: 11/4/2013

### Digital Works Job Placement

“After becoming unemployed, I had almost given up hope of finding good people to work with. Being in this class has provided me with hope, hope that people care and can overcome challenges with a little help. Through this program, individuals are finding satisfaction in what they can achieve. Having a facilitator to help motivate, inspire, and encourage individuals who feel lost and beaten by the system is what truly makes Digital Works successful.”

-Pearlie Palmer, Digital Works Participant



<http://connectohio.org/digitalworks/videos>

# Thank you!

## Questions?

Chris Pedersen

Director, Program Outreach

[cpedersen@connectednation.org](mailto:cpedersen@connectednation.org)

[www.connectednation.org](http://www.connectednation.org)