



**SEED: Coalitions for Community Growth**

**STEM, Energy, and Economic  
Development**

**Pilot City Quarterly Convening  
7.15.2015**



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# Agenda: SEED Virtual Pilot Convening July 2015

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- Hear highlights from Clinton Global Initiative America
- Partners and Opportunities
  - IT Ready Network
  - GRID Alternatives
  - FutureEdge Initiative
  - National Community Solar Project
  - Everyone On
- Hear updates from Coalition Cities
- Next Steps for SEED
- Questions and Contact Us

# What is SEED?: STEM, Energy and Economic Development

- **Place-based** initiative building local **coalitions** to:
  - Increase energy-literacy
  - Facilitate STEM opportunities
  - Promote job-driven skills
- SEED Coalition's are committed to preparing residents of public housing localities for current and future in-demand **STEM & Energy jobs**
- **6 Pilot Cities**
  - Denver, CO
  - Washington, D.C.
  - Tampa, FL
  - Cleveland, OH
  - San Antonio, TX
  - Austin, TX

## SEED Federal Partners



## SEED National Partners



**CARNEGIE SCIENCE CENTER**  
One of the four Carnegie Museums of Pittsburgh



**US2020**  
Igniting Moments of Discovery



**BOYS & GIRLS CLUBS**  
OF AMERICA

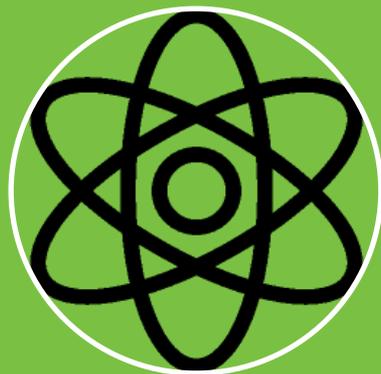


# The Three Pillars of SEED



## **PILLAR I: Energy Literacy**

Promote energy literacy and conservation among residents;



## **PILLAR II: STEM Educational Opportunities**

Create STEM-based learning opportunities for residents;



## **PILLAR III: Job-Driven Skills**

Develop meaningful job pathways by leveraging federal, state, and local resources for training and employment in STEM-oriented careers.

**Increase Economic Opportunity for Public Housing Residents and Surrounding Community**

# CGI America June 2015 Highlights

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- Commitment to expand to 20 locations by 2018
- **8,000** youth and young adults provided STEM opportunities
- **1,000** residents provided STEM, workforce or certificate training
- **1,000** residents obtain employment
- **600 hours** of Energy Literacy training
  
- NOTE Commitment is NOT yet Live. Please hold on Communications
  
- Read here blog from HUD Secretary:  
<http://qz.com/440195/julian-castro-we-must-make-sure-every-child-in-america-can-chase-their-dreams/>

# New Potential Partners and Resources

- ❑ Case Western Reserve University will open the first phase of a 50,000 square foot makerspace and innovation center – named think[box] .
- ❑ Etsy will expand its craft entrepreneurship program to 30 cities by June 2016. Etsy's Craft Entrepreneurship program teaches unemployed and underemployed adults with artistic skills how to monetize their talents online, using Etsy's e-commerce platform as a learning lab.
- ❑ STEM Funders Network (SFN) has recently launched an initiative to build STEM learning ecosystems in 25 communities around the country in 2015 and add 25 more each year for three years.
- ❑ The Corporation for National and Community Service (CNCS) is announcing a goal to support 1 million hours of volunteering by Federal employees in STEM and making-related activities.

**Learn More:** <https://www.whitehouse.gov/the-press-office/2015/06/12/fact-sheet-new-commitments-support-president%E2%80%99s-nation-makers-initiative>

# IT Ready Network

## ► CAMPAIGN

The IT-Ready Network will take this proven training to scale to create 5K new IT careers by 2018. Training will be available in at least 8 markets and 5 pop-up markets.

- **Permanent Markets:** New York, Washington DC, Columbus, Cincinnati, Minneapolis/St. Paul, Dallas, Atlanta
- **Pop-Up Markets:** Philadelphia, Charlotte, Omaha (+2 TBD)

The IT-Ready Network will facilitate scaling of a proven program and sharing of best practices to strengthen the U.S. IT workforce.



# FutureEdge Initiative

## Take the challenge

Before starting the *Future Edge Digital Literacy Challenge*, a quick quiz will help you assess your digital strengths and weaknesses. Then, start building your skills through a series of innovative 60-second videos.

## The 10 core digital competencies



Computer fundamentals



Searching



Microsoft Word



Digital communication



Digital etiquette



Security



Microsoft Excel



Microsoft PowerPoint



Focus at work



LinkedIn & personal branding

Do you want to pilot and provide feedback? Email us at [energyliteracy@ee.doe.gov](mailto:energyliteracy@ee.doe.gov)

# GRID Alternatives: New National Partner

**Mission:** is to make renewable energy technology and job training accessible to underserved communities.

- Solar Affordable Housing Program
- Multi-family Solar Program
- Solar Corps Fellows Program
- Solar Futures
- Solar Spring Break

- **Learn More about Programs:**

<http://www.gridalternatives.org/learn/programs>



# National Community Solar Partnership

- Supports effort to get 300 megawatts (MW) of renewable energy on federally subsidized housing
- Facilitate best practices of information for solar industry
- Supports Administration goal to train 75,000 workers to enter solar industry



**4,000%**

increase in the number of shared solar projects since 2008.



**172 MW**

of shared solar were connected to the grid as of April 2015. That's enough to power **28,000** average American homes.



**32-49%**

of the distributed PV market in 2020 has the potential to be shared solar.

# Everyone On

Get Involved

Interested in closing the digital divide in your community?



Overall effort to secure VISTA members to build capacity for SEEDS for a Sustainable Tampa

# Pillar I

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- Partnership with Tampa Electric Company to train public housing residents to serve as Energy Ambassadors with the goal of energy conservation at each site.
- THA will install an additional 180 Kw of photovoltaic production in 2015 under the HUD-DOE Renewable Energy Target in Affordable Housing



## Pillar II

Create informal STEAM learning environments in partnerships with Museum of Science and Industry, Lowry Park Zoo, and Florida Aquarium.

- STEM Mentoring Café in partnership with MOSI, HUD, DOE, and THA resulted in more than 40 public housing girls attending an all-day mentoring event that offered exposure to numerous STEM careers.

# Pillar III

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- Workforce development model with several postsecondary institutions with the objective to train and place up to 500 individuals in various career paths.
- Develop public housing Success Coaches to encourage and create an environment where the social norm is employment and/or job skills training leading to job placement and self-sufficiency.

# THE VISION FOR SUN VALLEY

## Current Working/Planning Groups

- Healthy Economy: Jobs & Connectivity (SEED Pillar 3)
- Healthy Housing
- Riverfront & Open Space
- Food
- Lower Colfax
- Public Infrastructure & Environmental Stewardship (SEED Pillar 1)
- Education (SEED Pillar 2)

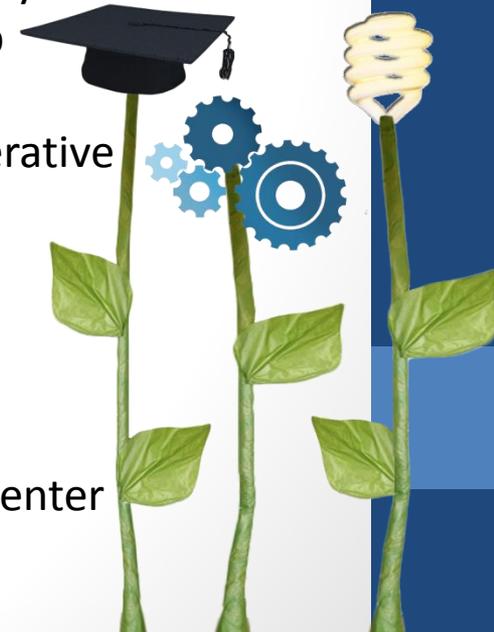
# CMHA STREAM Initiative

- Current Status:

- Held Kick-Off Meeting May 20, 2015

- Local Partners:

- Cleveland Metropolitan School District
- Cuyahoga Community College
- OneCommunity
- College Now Greater Cleveland
- Case Western Reserve University
- Great Lakes Energy Institute
- Community Development Organizations
- Cleveland Museum of Natural History
- Cleveland Museum of Art
- Youth Opportunities Unlimited
- Towards Employment
- Children's Hunger Alliance
- Great Lakes Science Center
- Progressive Action Council
- Sisters of Charity
- City Year
- HOPE Worldwide
- Americorps
- US Bank
- NewBridge Academy
- Boys and Girls Club
- Friendly Inn
- The Literacy Cooperative
- NBA Math Hoops
- CEOGC
- One Community
- Murtis Taylor
- Beechbrook
- Carnegie Science Center

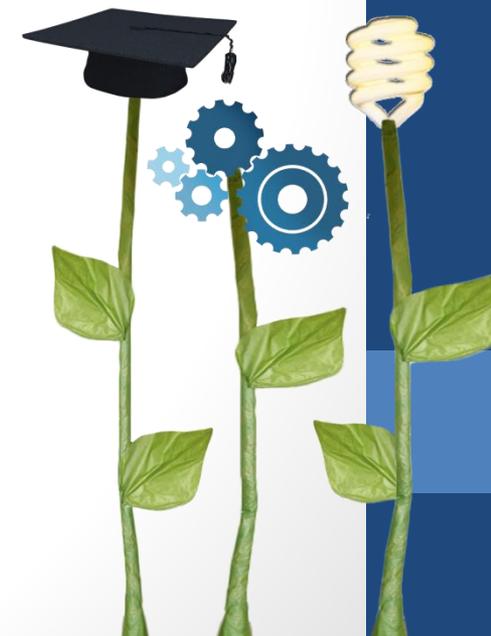


# CMHA STREAM Initiative

- Currently collecting and compiling:
  - Commitment Surveys and Program Inventories

## CMHA SEED/STREAM Initiative Existing Program Survey

Organization Name:	King Kennedy Boys & Girls Club
Organization Address:	2561 E. 59th Cleveland, Ohio 44104
Name of Organization Executive:	Ron Soeder
Executive Title:	President
Contact Information for Executive:	216-883-2106 Ext: 222
Name of Program Point Person:	Tamyra Saxon
Program Leader Title:	Educational Service Instructor
Contact Information for Program Leader:	216-881-4636
Name of Program(s) relevant to SEED:	Degrees to Diplomas & Power Hour
Describe the Program (s)	Degrees to Diplomas & Power Hour is designed so that all club could partner with youth parents, schools, and other community stakeholders to implement academic enrichment, school engagement, and targeted dropout prevention
What is the cost, if any, per participant?	Free for members
How many weeks does the program last?	Yearly
How many hours per week?	How varies depending on the program
Is this a new, existing or expanded program?	It's existing



# CMHA STREAM Initiative

- Goal:
  - Capture existing successful programs from partners in the community
  - Utilize partner resources to expand existing programs to public housing residents
  - Create new and innovative programs and opportunities with partner institutions in the three SEED Pillars



# CMHA STREAM Initiative

- Pillar I: Energy Literacy
  - Resident outreach meetings with energy savings tips, energy demonstration, & CFL giveaways
  - Youth field trip series



# CMHA STREAM Initiative

- Pillar II: STREAM Education
  - Scheduled conference call with Pillar leader and CMHA
    - Scheduling full Pillar II Partner meeting in August
  - Holding Youth Urban Agriculture Field Trips



# CMHA STREAM Initiative

- Pillar III: Job Training
  - CMHA is recipient of Jobs Plus Grant
  - Holding meeting with Pillar III partners in August
  - Working to open a SEED Center with 21<sup>st</sup> Century Youth Activities in our Jobs Plus facility



# Next Steps for SEED

## National Efforts

- Deploy website and email address
- Secure new cities
- Secure new national partners
- Add Energy is Everywhere Webinar Series Topics
- Provide Guidance to SEED Coalitions

## Local Efforts

- Publicize SEED efforts after CGI Live
- Review Designation Guide
- Review Metrics
- Draft Program Plan
- Secure funding partners



# Questions and Contact Us

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**Email at:**  
**[energyliteracy@ee.doe.gov](mailto:energyliteracy@ee.doe.gov)**  
**or**  
**[erin.twamley@ee.doe.gov](mailto:erin.twamley@ee.doe.gov)**

**Thank you!**