



CHATTANOOGA AREA

CHAMBER

WORKFORCE DEVELOPMENT



2017
Annual Report

Connecting Companies, the Community and Continuous Learning

Career Readiness Programs

An Activity Report of the Education and Workforce
Development Committee of the
Chattanooga Area Chamber of Commerce
2016-2017

Mattie Moran, Director
Workforce Development & Education

CAREER READINESS LEADERSHIP

Chamber Staff

David Steele, Vice President, Policy and Education
Mattie Moran, Director, Workforce Development & Education
Cathy Humble, Coordinator II, Education & Public Strategies
Darian Scott, Outreach Coordinator

Career Readiness Program Chairs

Lynnette Smith, PlayCore, *Get A Job*
June Puett, UT Extension, *Millionaire*
Madge Gregory, Hamilton County Department of Education, *College & Career Fair*
Carrie Sherbesman, UTC, *College Day Out*
Kisha Caldwell, Chattanooga State, *College Day Out*

VOLUNTEERS OF THE YEAR

Career Crunch

Sharon Eaves
East Lake Middle School

Reality Check

Beth Simpson
Chattanooga-Hamilton County Health Department

Get A Job

Clomeisha Tumlin
Chattanooga State Community College

Who Wants to be a Millionaire

John Henry Sullivan
Community Volunteer

Career Crunch Committee

Sheila Albritton, Chattanooga State Community College

Doug Byrd, Chattanooga State Community College

Sandy Cole, UTC

David Cowan, Hamilton County Schools

Sharon Eaves, Hamilton County Schools

Lamar Hooper, Tennessee Army National Guard

Adam Johnson, Tennessee Army National Guard

George Kilgore, Hamilton County Schools

Arthur Moran, Community Volunteer

Ginny Reese, UTC

Rhonda Wellborn, McKee Foods

Get A Job Committee

Lynnette Smith, PlayCore, Chair

School Coordinators:

Sande Lambert, Signal Centers

Crystal McReynolds, McKee Foods

Who Wants to be a Millionaire?

June Puett, UT Extension, Chair and Coordinator

John Henry Sullivan: Community Volunteer

Lee Prichard: Edward Jones

Eve Osborne*: Millennium Bank

Brenda Edwards*: Scenic Community Credit Union

Stephanie Pyke: The Samaritan Center

Nick Hughes: Franklin Wealth Management

Tammy Zumbrun: Tennessee Valley Federal Credit Union

AI Secor: Southeastern Trust Company

(*indicates school coordinator)

Career Readiness Programs

College Day Out

Presented in partnership with the Hamilton County Department of Education, College Day Out was piloted in 2012. We are able to host 6th graders from inner city or rural schools at Chattanooga State Community College, the Tennessee College of Applied Technology or the University of Tennessee at Chattanooga. Bryan College will begin participating in this program during the following school year. The goal of this program is to motivate students to pursue a higher education by giving them a real-life, half-day college experience as well as a tour of a college campus.

Started in 2012

Total Students: 6,898

Total Volunteers: 341

2016-2017 economic impact for volunteer hours: \$14,778

Career Crunch

Career Crunch is a two-day career fair for 8th graders. Local professionals from business and industry tell students about the educational requirements for in-demand jobs to encourage them to make good choices while still in school.

Started in 2001

Total Students: 58,576

Total Volunteers: 3,706

2016-2017 economic impact for volunteer hours: \$143,392

Reality Check

Reality Check teaches 9th graders budgeting and emphasizes the connection between education and income by allowing students to role-play as heads of household while trying to provide for their families on a set budget. Community volunteers are needed to assist with this event. Volunteers are essential to the program by staffing the booths and assisting the students in their purchasing decisions.

Started in 2002

Total Students: 56,778

Total Volunteers: 5,394

2016-2017 economic impact for volunteer hours: \$42,873

Career Readiness Programs Continued

Get A Job

Get A Job instructs 10th graders on the finer points of interviewing skills, completing job applications, dressing for success and other topics of importance for the 21st century workforce.

Started in 2005

Total Students: 31,969

Total Volunteers: 1,362

2016-2017 economic impact for volunteer hours: \$7,339

Who Wants to be a Millionaire?

“Who Wants to be a Millionaire?” is a money management program for 11th graders that focuses on savings and credit card management through the use of an interactive PowerPoint presentation.

Started in 2005

Total Students: 18,621

Total Volunteers: 308

2016-2017 economic impact for volunteer hours: \$11,225

College & Career Fair

The College & Career Fair gives 11th and 12th graders the opportunity to network with college representatives and members of the business community. Vendors participate by setting up booths and sharing information about higher education and career opportunities.

Started in 2005

Combined with Lookout Counseling Association in 2006

Total Students: 31,977

Total Volunteers: 3,383

2016-2017 economic impact for volunteer hours: \$93,518

COMBINED IMPACT OF VOLUNTEER HOURS Career Readiness Programs

Program	Number of Students	Number of Volunteers	Economic Impact
College Day Out	6,898	341	\$ 47,291.00
Career Crunch	58,576	3,706	\$ 1,106,293.00
Reality Check	56,778	5,394	\$ 493,741.00
Get A Job	31,969	1,362	\$ 147,575.00
Millionaire	18,621	308	\$ 268,416.00
College & Career Fair	31,977	3,383	\$ 801,516.00
Keeping the Promise	675	65	\$ 14,534.00
TOTALS	205,494	14,559	\$ 2,879,366.00

2016-2017 Numbers

Volunteer Hours valued at **\$313,125** – 21% increase

Total Students: **16,593** – 11.4% increase over last year

Total Volunteers: **1,118** – 7.4% increase over last year



2016 -- 8th Grade Career Crunch Evaluation Summary

1,856 Total Participants

87% of students have a better understanding of the many career opportunities.

74% of students learned what type of education is needed for their future.

94% of students plan to continue their education after high school.

27% of students changed their future plans after attending Career Crunch.

I chose my future career mainly because of...	(total # of responses-may contain multiple)
the money	1,119
the qualifications/education	738
my parents' suggestion	275
it sounds like fun	1,325

I liked...

Learning about my career options from people with experience.

The advice I received from all of the different representatives.

That so many people cared enough to come and share information about their careers.

The variety of careers.

I disliked...

That there wasn't enough time to see all of the booths.

The large crowds at some of the careers.

Not having a map to guide me to careers that interest me.

That there weren't any company executives there.

As a result of Career Crunch, I learned...

That I will have many opportunities in my future if I get ready for college now.

It is extremely important to finish high school.

Some jobs have requirements like experience and well-roundedness, so I need to get involved in things outside of school.

That there are many more opportunities available in my field of interest.

How different jobs help make our society better.

2016-2017 Reality Check

2,711 Hamilton County students participated in the Reality Check financial simulation teaching students the issues involved in managing a monthly household budget for a fictitious family on an assigned salary.

Participating schools were Brainerd, Central, Chattanooga Girls Leadership Academy, Chattanooga School for the Arts and Sciences, Creative Arts, East Ridge, Hixson, Howard, Ivy Academy, Lookout Valley, Ooltewah, Red Bank, Signal Mountain, Soddy-Daisy, STEM School, Tyner. 1,015 students participated through other community organizations and regional high schools. 405 volunteers conducted the program. Surveys were completed by 873 students.

Survey results:

97.7% better understand how education affects future salary
95.3% learned how their job and income will affect their lifestyle
89.4% learned how expensive living on their own can be
89.9% will wait to have children until they can afford them
76.6% learned about payroll deductions
90.2% better understand their parents' concern about money
93.6% learned to make appropriate financial decisions
93.4% will set educational goals
96.3% will stay in school to get a better job and education
96.3% will set financial goals

What did I learn?

It could be expensive if you do not manage your money right
You need to save money to take care of unexpected expenses
You have to pay for a lot of things and you have to earn money to pay it
You need to prepare for a financial problem due to the cost of living
Save, save, save money
You have to pay taxes or you'll go to jail
It's expensive and you have to know how to save money
You need a good job to survive
Living is not cheap and you have to spend your money wisely
Life is hard and you have to save money to live

**2016-2017
GET A JOB STUDENT EVALUATIONS
Chattanooga Area Chamber of Commerce**

Total Students			
Total Evaluations		1,435	
#	Question	Yes	No
1	Am better prepared to complete a job application form.	1,336	78
2	Know what a resume looks like and will start mine now.	1,231	179
3	Learned some valuable interview skills.	1,360	45
4	Learned how to DRESS for success.	1,337	84
5	Learned what my potential employer expects from me.	1,332	74
6	Learned how to compete to get a job.	1,285	135
7	Will think about my strengths and how to present them.	1,361	50
8	Feel better prepared to get a job.	1,306	106
			751

I liked. . .

- It was a learning experience
- The helpful information
- Everything
- Information that will help me get and keep a job
- How she talked about the applications
- The demonstration
- How to dress
- The speaker attitude
- Positivity and patience
- The practice interviews
- The role play

I disliked. . .

- Nothing
- The reading and writing

What did I learn?

- What people are looking for in candidates
- How to dress for success
- How important it is to make a resume
- What NOT to say during an interview
- How to get prepared to get a job
- Your history is important in getting a job



Who Wants to Be a Millionaire?

Student Survey Summary 2016-2017



Nine volunteers taught financial literacy skills to 1,196 students in ten schools: Chattanooga Girls Leadership Academy, East Hamilton, East Ridge, Hixson, Ooltewah, Red Bank, Sale Creek, Sequoyah, Soddy Daisy, and Tyner.

Initial student survey results:

96% better understand how education affects salary. 94% learned ways to avoid or reduce debt.
95% know difference between needs & wants. 95% learned ways to save money.
95% learned to make appropriate financial decisions. 87% will avoid high cost credit.
96% will stay in school to get a better education. 94% learned advantages & risks of investing.
90% will avoid tobacco use. 87% set a savings goal by becoming a TN Saver.

Follow-up student sample survey results:

64% made a spending plan. 64% spent less money on unnecessary things.
68% of those who made a spending plan followed it. 82% reduced or stopped tobacco use or did not start.
91% set a career goal. 77% talked to adults about money and/or career issues.
82% set an educational goal. 77% saved money by saving or spending less.

When asked what they learned or plan to do as a result of the program, students responded:

- I will try to learn to be more responsible with money for bills and debt and how to correctly watch my income to save money.
- To put money away early to be able to retire early.
- I learned that if I start investing now and put money away each month, I can retire a millionaire.
- I will try to open a savings account so that I can start to save money. Once I get a job I can start early. In doing this I will be better able to handle future expenses.
- I learned every little cent helps.
- Keep saving my money and don't trust credit card companies.
- Stay in school and keep track of money after school.
- I learned to save my money and spend it on things that are necessary rather than buying things I don't need every day.
- Education affects everything.
- I learned that just from an education you can chase your dreams as well as you can by doing the things you love.
- No matter how much you make, if you save you'll be okay.
- To save more and spend less.

Follow-up survey impact:

- I now save \$150 every week and spend only about \$30.
- I'm working better. I will keep more track of where my monthly income is going.
- I eat at home instead of eating out.
- I was spending all my income from 2 jobs on my 2 trucks. I'm now saving \$400 a month and will sell one of the trucks.



Career and Education Readiness 2016-17 12th Grade Longitudinal Survey Summary

This survey measures the impact of the total Career and Education Readiness Programs for grades eighth thru twelfth. 579 seniors from nine schools participated in this year's sample survey.

Participating schools include: Central, CGLA, Collegiate High, East Hamilton, Hixson, Howard, Lookout Valley, Soddy Daisy and Tyner.

Survey results:

79% set a career or work goal.

61% changed their career/education plans to achieve more in life.

85% will continue education/training after high school.

79% feel better prepared to enter the workforce.

84% believe their career choice will provide financial security for them.

82% feel better prepared to manage future income & expenses.

85% will save money for long term goals as soon as they can.

86% will avoid debt when possible and use credit wisely.

88% said the activities were worthwhile and should be continued.

Immediate plans after high school (may select multiple responses):

- Work full time- 109
- Work part time- 239
- Join the military- 64
- Attend a technical school- 6
- Attend a 2-year college- 109
- Attend a 4-year college and beyond- 469



CHATANOOGA 2.0

BUILDING THE SMARTEST COMMUNITY IN THE SOUTH

The vision of Chattanooga 2.0 is that ALL students and residents in our community, regardless of neighborhood, zip code, or background, have the opportunity to succeed.

Chattanooga 1.0 was about investing in place. Now, with Chattanooga 2.0, we have been investing in our people – with education and training – to ensure greater equity and opportunity for all – as we build a bridge to the jobs of the future in Hamilton County.

It has been exciting to see organizations that have traditionally worked in silos come together to combine resources and double-down in high-need areas across our community.

This community recognized we were at a pivotal moment, and stakeholders and community leaders have turned a moment into a movement. The Numbers help tell the story of the progress that the community has made.

After compiling the feedback of 3700+ community members last fall, these ten strategies are the framework for action, supported by more than 60 local organizations.

TEN URGENT STRATEGIES

TO TRANSFORM OUR FUTURE

- 1) **STRENGTHEN SUPPORTS FOR PARENTS & FAMILIES**
- 2) **CREATE AN EARLY LEARNING NETWORK**
- 3) **REIMAGINE LEARNING FOR THE 21ST CENTURY**
- 4) **INCREASE THE FOCUS ON LITERACY FOR ALL STUDENTS**
- 5) **SUPPORT GREAT TEACHERS IN EVERY SCHOOL AND CLASSROOM**
- 6) **EMPOWER SCHOOL LEADERS**
- 7) **ENSURE HIGH EXPECTATIONS AND EQUITY FOR ALL STUDENTS**
- 8) **PREPARE ALL STUDENTS FOR COLLEGE & CAREER**
- 9) **INCREASE POST-SECONDARY COMPLETION**
- 10) **CONNECT MORE RESIDENTS TO HIGH DEMAND JOBS**

Year One – By the Numbers

The following numbers represent accomplishments from our 6 volunteer Action Teams, who are moving the work of Chattanooga 2.0 from theory to action.

Overall, **52** programs and initiatives have been created that align with Chattanooga 2.0 goals and priority areas.

EARLY CHILDHOOD COALITION

5 Chattanooga Basics were agreed upon by over **30** organizations as a community-wide initiative to support early learning.

GREAT TEACHERS GREAT LEADERS

23 teachers were recruited to spend the 2017-2018 school year in a clinical apprenticeship in Hamilton County schools followed by a 4-year commitment to teach in Hamilton County through Project Inspire, a partnership with the Public Education Foundation and Lee University.

EXPANDING SUCCESS

1 Community School at Red Bank High School will serve as a model for community schools in Hamilton County. During the Spring of 2017, **285** students were served in the afternoon at The Hub at Red Bank High School, 1/3 of which spent their time studying.

INNOVATION

8 VW eLabs were created in schools across Hamilton County, through a partnership with Volkswagen with support from the State of Tennessee, to engage students through innovation, teaching, and learning.

POST-SECONDARY AND WORKFORCE DEVELOPMENT

200 students received a market value industry credential.

CHATTANOOGA INTERFAITH COUNCIL

51 schools were matched with a local church partner for support.

To stay updated on the work of Chattanooga 2.0 and learn how you can get involved, visit www.chatt2.org and sign up for our monthly newsletter.

***TO VOLUNTEER OR TO SCHEDULE ONE OF OUR EVENTS
PLEASE CONTACT:***

REALITY CHECK PROGRAM – 9th Graders

Cathy Humble, 423.763.4321

chumble@chattanooga-chamber.com

GET A JOB PROGRAM – 10th Graders

Darian Scott, 423.763.4362

dscott@chattanooga-chamber.com

WHO WANTS TO BE A MILLIONAIRE – 11th Graders

June Puett, 423.855.6113

jpuett@utk.edu

GOLD LEVEL SPONSORS:



Tennessee Army National Guard



SILVER LEVEL SPONSORS:

**Lookout Counseling Association
McKee Foods Corp.
PlayCore
Scenic Community Credit Union
SHRM Chattanooga
Signal Centers**

BRONZE LEVEL SPONSORS:

Edward Jones
Franklin Wealth Management
Gear Up Project – UTC
Millennium Bank
The Samaritan Center
Southeastern Trust Company
Tennessee Saves
Tennessee Valley Federal Credit Union

COMPANIES INVOLVED WITH CHAMBER'S CAREER READINESS PROGRAMS

3H Group Hotels	Associated General Contractors	Chattanooga Area Chamber of Commerce
3M Company	Association for Visual Artists	Chattanooga Area Convention & Visitors Bureau
58 Trophies Awards & Apparel	Astec, Inc.	Chattanooga Business Machines
AGC of East Tennessee	Atlantic Capital Bank	Chattanooga Chapter TSCPA
Abrams Publishing	Atlas Insurance	Chattanooga Coca-Cola Bottling Company
Academic Solutions	AXA Financial Advisors	Chattanooga Electrical JATC
Actor & Script	Bank of America	Chattanooga Fire Department
Adaptive Methods	Baker's Barber College	Chattanooga Funeral Home
Advanced Energy Engineering & Design, Inc.	Barge Waggoner Sumner & Cannon	Chattanooga Goodwill
Advantage Staffing	Barret Albritton, Attorney	Chattanooga-Hamilton County Health Dept.
Aesthetic & Wellness Spa	Beaulieu of America	Chattanooga Housing Authority
AIM Institute/Career Link	Benchmark PT	Chattanooga Kids on the Block
Alder & Cox, Inc.	Bethel Bible Village	Chattanooga Lookouts
Allen Family Resource Center	Blood Assurance	Chattanooga Police Department
Allied Arts	BlueCross BlueShield of Tennessee	Chattanooga Public Library
Allstate Insurance	Brewer Media Group	Chattanooga Regional Manufacturing Association
Amazon	Bruster's Real Ice Cream	Chattanooga Riverboat Company
Ambiance Models & Talent	Bryan College	Chattanooga State Community College
American Job Center	Capital Financial Group	Chattanooga State Students
American Society of Quality (ASQ)	Caris Healthcare	Chattanooga State TCAT
American Welding Society	CBL Properties	Chattanooga State VW Academy
Animal Care Center of Ooltewah	CertaPro Painters	Chattanooga Theatre Center
Annimar Associates	Chambliss, Bahner & Stophel	
Application Researchers	Chambliss Center for Children	
	Chattanooga Allergy Clinic	

Chattanooga Times-Free Press
Chattanooga Zoo
Chattanooga Hotel
Chattem, Inc.
CHP International
Cigna Healthcare
Citadel Communications
City of Chattanooga
City of East Ridge
City of Soddy-Daisy
Classic Network
Classical 90.5 WSMC
Cleaning Solutions
Coffey Insurance Agency
Cohutta Bank
College Access Center
Comcast Chattanooga
Command Center
Community Foundation
Community Impact of
Chattanooga
Community National Bank
Community Reconciliation
Community Trust & Banking
Company
Consumer Credit Counseling
Service
Convergys
Cornerstone Automation
Corporate Connections
Courtyard by Marriott
Covenant Allergy
Creative Discovery Museum
CSCC Ahead Program
CSO
CTC Technology
CWC Office Furnishings
CWLI
Dale's Heating & Air
Debo's Diner's Inc. – Steak-n-
Shake
Delta Airlines
Delta Sigma Theta
Department of Children's
Services
Dixie Industries

Double Cola
DoubleTree Hotel
Edward Jones Investment
EPB
episode49, LLC
Erlanger Health System
Fiberglass Specialties
First Tennessee Bank
First Volunteer Bank
Fitness Together
Franklin Wealth Management
G.R. Rush & Company
George Financial
Gill Industries
Girl Scouts
Grant, Konvalinka & Harrison
Greater Chattanooga Sports
Committee
Green's Eco Build & Design
H & R Block
HTI Staffing
Haman's New Drivers
Hamilton County Department of
Education
Hamilton County Government
Hamilton County Sheriff's
Department
Hamilton Place Mall
Hampton Inn
Handyman Matters
Healthcare Services Credit Union
Henderson, Hutcherson &
McCullough
Heatec
Home Away Extended Stay
Studios
Home Depot
Homewood Suites
Honcho Hound Productions, LLC
Hope Job Support Ministry
Hospice of Chattanooga
IBEW Local Union #175
IBM
Independent Youth Services
Foundation
ING Financial Partners
INS Network

Inception Beauty Industry
International College of Arts &
Beauty
Interscape, Inc.
John Deere Health
Journey Educational Services.
Keller Williams Realty
Kelly Services
Kids On The Block
Komatsu America Corp.
Kordsa Global
Lattimore, Black, Morgan and
Cain, P.C.
Lee University
Legal Shield
Liberty Mutual
Liberty Tax Service
Life Care Centers of America
Luken Holdings
Mannington Mills, Inc.
March Adams & Associates
Market Research Institute
Marketing Velocity
Marriott Downtown – Terrace
Restaurant
Mars & Wrigley
Mathnasium
McKamey Animal Center
McKee Foods
McKoon, Williams & Haun
Memorable Events
Memorial Health Care System
Memorial North Park
Merrill Lynch
Mesa Associates, Inc.
MetLife
Millennium Bank
Miller & Martin
Miller-Motte Technical College
Modern Woodmen
Molly Maid of Chattanooga
Morgan Stanley
Mountain City Publishing
Mountain View Ford
Mr. Transmission
Mr. Trophy

Neill & Gunter, Inc.
New Covenant Fellowship
Church
New Horizons Computer
Learning Center
North American Credit Services
Northside Neighborhood House
Northwest Georgia Bank
Northwest Mutual Financial
Network
New York Life
Northwestern Mutual
Northwestern Technical College
Office Depot
Office Furniture Warehouse
Omni Source Staffing
Ooltewah Baptist Church
Ooltewah United Methodist
Church
Open Arms Care
P & C Construction
Parent Volunteers
Parkridge Medical Center
Partners in Care
Partnership for Families, Children
& Adults
PMI Chattanooga
Pre-Paid Legal Service
Private Dispute Resolution
Services
PTSA
Public Education Foundation
RSS Insurance
Randstad
Raymond James & Assoc.
Read House Hotel
Realty Center
Realty Executives
Rentenbach Contractors
Republic Parking
Roadtec
Ruby Falls
S & S Creations
Sandler Training
Scenic City Realty
Scenic City Signs

Scenic Community Credit Union
Schultz & Associates
SE TN Development District
Shelter Insurance
Sherman Reilly
Signal Centers
Smart Bank
Southeast Diesel, Inc.
Southern Adventist University
Southern Belle
Southern Champion Tray
Southern Management
Spherion Staffing
Stanley Heights Baptist
State Farm Insurance
State of TN
Stop the Madness
Stowers CAT Machinery
SunTrust
TEICC
TP Events
Tennessee American Water Co.
Tennessee Aquarium
Tennessee Army National Guard
Tennessee College of Allied
Technology
Tennessee Solar Solutions
Tennessee Valley Authority
Tennessee Valley Public Power
Association
Tennessee Wesleyan College
The Crash Pad
The Meeting Company
The Plaque Shack
The Raines Group
Thinking Media
Thompson Engineering
T-Mobile
TN Army National Guard
TN Department of Transportation
TN Dept. of Labor and Workforce
Development
TN Small Business Development
Center
TN Valley Federal Credit Union

TN Valley Railroad
Two Maids & A Mop
U S Xpress
U. S. Dept. of Labor Job Corps
UBS Mountain City Financial
United Way
UnitedHealth Group
University of Phoenix
Unum
Uptown Vision Center
Urban League of Greater
Chattanooga
US Dept. of Labor
UT Extension
UTC
UTC Retirees
UTC Students
UTC Upward Bound
Virginia College of Business
Visual Group
Vision Hospitality Group
Volkert
Volkswagen Group
W.R. Grace
Walden Security
WDSI Fox 61
WEC Welding Institute
Welcome Mat Services
Westinghouse
Worth Construction
WRCB-TV3
WUTC Radio
YMCA - YES Program