

## 1. Launch of Youth Force: A Summer Workplace Institute for New Orleans Youth



- » NOLABA, along with Juma Ventures, Chevron, the City of New Orleans, and EducateNow!, recently launched a new summer workforce initiative titled Youth Force. Designed to introduce New Orleans high school students to workplaces in the high-growth/high-wage bioinnovation and creative digital media/information technology sectors, Youth Force will place 20 teens at area employers for eight weeks this summer. The first cohort of students will be recruited from five local high schools. Youth Force includes an intense emphasis on “soft skills,” case management assistance and industry-specific training to help students understand and live up to the expectations of a modern business environment. The program runs through June and July and is funded by Chevron, Educate Now! and the City of New Orleans.

## 2. Implementation of Mayor’s Economic Opportunity Strategy



- » In September 2014 the Mayor announced an aggressive strategy to connect disadvantaged job seekers with employment opportunities at regional anchors. Working collaboratively with partner organizations, NOLABA has helped to begin the initial implementation phase of two key components of this strategy: enhancing local workforce and procurement opportunities through new partnerships with area anchors institutions. Over time this work is expected to result in a greater number of local residents employed through area anchors and a greater number of local small businesses receiving service contracts with anchors.

## 3. Health Care Small Business Gap Analysis Outlines Plan Forward



- » In the coming weeks, NOLABA will release the Health Care Small Business Gap Analysis report. The report was a part of a three-month process that examined procurement strategies at local hospitals, and assessed the capacity of area small businesses to participate in contracts with area health care providers. Together with stakeholders, NOLABA plans to follow up on the recommendations of this study. This report was made possible with support from the JP Morgan Chase Foundation.

## Industry Council Continue Momentum into 2015



### Advanced Manufacturing:

- » The Michoud Front Door Infrastructure Project is now approximately 65% complete. Construction crews will continue to replace concrete panels on Old Gentilly Road. Crews have cleaned and unclogged existing drainage ditches and pipes along both sides of the roadway. This will vastly improve the functionality of the drainage system and will help prevent future street flooding during minor rain events. Remaining scope of work includes the following: installing new street light poles and foundations, planting landscaping, and repaving the roadway the entire project limits. A detailed traffic plan will be provided closer to the asphalt placement date. The entire project is on schedule to be completed in the spring of 2015.

### WORK STRANDS



### INDUSTRY CLUSTERS



## Industry Council Continue Momentum into 2015 (cont.)



### **BiInnovation & Health Services:**

- » The Association of University Technology Managers (AUTM) 2015 conference was recently held in New Orleans and NOLABA was a sponsor of the event and we hosted the delegation and promoted the business case for New Orleans and the bio-technology field. This conference is the premier face-to-face meeting for corporate and academic technology transfer professionals across the world and attracted nearly 2,000 participants - the second highest attended AUTM conference ever. Growing this eco-system is critical to the creation of jobs and small businesses, as well as connectivity to strategic and financial partners throughout the broader life sciences field.
- » This month, with support from the W.K. Kellogg Foundation, NOLABA launched a workforce gap analysis to identify where employment opportunities exist and where there are workforce gaps at New Orleans institutions in the BiInnovation and Health Services cluster. This research will build on research conducted in July 2014 by The Democracy Collaborative through the City's Network for Economic Opportunity office. The analysis will help New Orleans' emerging BiInnovation and Health Services cluster by building a pipeline of qualified employees to satisfy the hiring needs of employers at all levels of the career ladder.
- » NOLABA is working with Delgado Community College to support the second year of the Summer STEM Academy for high school students. Established in 2014, the program provides unique hands-on lab experience for middle and high school students to develop highly sought after bio tech skills necessary for industry and higher education. Delgado is hoping to double enrollment from the inaugural year and reach up to 250 students.

### **Transportation, Trade & Logistics:**

- » Based on outcomes from the 2014 Maritime Workforce Summit, NOLABA and GNO, Inc. are working with area employers to identify specific hiring challenges and design appropriate strategies to ensure the New Orleans workforce has access to future industry opportunities in response to the industry's retirement rate.
- » Earlier this year, in collaboration with the New Orleans Citizen Diplomacy Council, NOLABA hosted a large delegation of economic development professionals from Latin America to discuss increasing trade and entrepreneurship opportunities and learn from best practices in economic recovery.
- » Copa Airlines announced it will begin nonstop services four times a week between New Orleans and Panama City starting this June. The New Orleans region has been one of the largest U.S. markets without nonstop service to Latin America with over 400 passengers daily traveling to the region. Adding direct international flights, particularly with Latin America, was a direct recommendation from ProsperityNOLA and will be critical to increasing international commerce and investment.

### **Creative Digital Media:**

- » The New Orleans Film Festival (NOFF) was recently named an Oscar qualifying festival for documentary shorts. NOFF now becomes one of 38 Oscar-qualifying festivals for documentary shorts, which means the film that takes the festival's top prize in the category instantly qualifies for the corresponding Academy Award race. The NOFF was recently reported to be a "top growing film festival" by Forbes, and looking forward to continue its momentum of strong growth at the festival this October.
- » NOLABA collaborated with City's Office of Film, NOFF, NOVAC, CVB and NOTMC on an industry event targeted toward marketing and recruitment effort to promoting New Orleans film makers and the benefits of film production in New Orleans at the Sundance Film festival.

### **Sustainable Industries:**

- » Last December, GNO, Inc. released the report, "Analysis of Coastal Restoration Workforce Assets, Challenges, and Opportunities in South Louisiana". The report provides an analysis of the coastal restoration industry and workforce, and the challenges and opportunities relevant to implementing the Coastal Master Plan. [Full report can be accessed here.](#)
- » Earlier this year, UNO launched the inaugural class of the Coastal Restoration Engineering and Science (CEAS) Certificate program. GNO, Inc. was instrumental in developing this program that offers industry aligned credentials, and teaches increased professional qualifications when seeking coastal contracts with the CPRA-Coastal Protection and Restoration Authority. This flexible online certificate program was developed in response to the anticipated workforce need within the coastal restoration industry.