



ADVANCE

RENIKA J. SMILEY

GENERATION NOW



ADVANCE

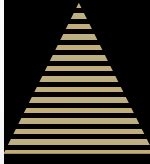
What is ADVANCE?

ADVANCE is a 12-week intensive professional development training program offered to African-American women in Metro Cincinnati.

The program consists of a mix of training in soft skills, leadership development, financial literacy, and life skills.

This program also includes a mentorship event, job fair, and speaker series.





The Problem

- ❑ Despite all the resources available to help workers overcome the poverty barrier, the Cincinnati workforce still has economic mobility issues.
- ❑ Poverty affects African-American women in Cincinnati at high rate. A majority of the African-American women in the Cincinnati region who are struggling to overcome poverty are single mothers who hold degrees but earn less than \$15 an hour.



Fixing the poverty issue in Cincinnati should begin with providing more resources to African-American women

Income of Cincinnati graduates

Of those with a college degree, Black females are far more likely to earn less than \$15 an hour (32%) when compared to White females/males and Black males (an average of 11%)

**REALIZING THE POTENTIAL OF AN
EQUITABLE ECONOMY Centering
Black Women's Upward Mobility in the
Cincinnati Region Report, April 2021**

Percentage of Employed Individuals Making Less than \$15 an hour by Educational Attainment

	No HS Diploma	HS Grad	Some College	Associate's Degree	Bachelor's Degree	Master's Degree and Above	Doctoral Degree
Black Female	71%	43%	47%	37%	32%	9%	0%
White Female	67%	38%	37%	20%	13%	9%	8%
Black Male	55%	38%	36%	36%	10%	13%	0%
White Male	52%	29%	26%	11%	11%	5%	3%

Source: Economics Center analysis of 2018 IPUMS USA

My Story

Renika J. Smiley is the founder of Generation NOW Cincinnati Network. Her mission was to launch Generation NOW to host professional development events for diverse young professionals.

Renika was a child from the working class herself. She and her brother were raised by a single Black mother who held 3 degrees. Renika's father died from kidney failure when she was 15 years old. Renika is one of 8 children of her father's and the second child of her mom's.

After living in poverty with everyone in the house working to make the rent every month, Renika had the passion to develop a workforce division of Generation NOW to lift up other young professionals to achieve economic mobility.





Generation NOW Cincinnati Network's Solution:

- ❑ Launch ADVANCE! Workforce pilot program to provide resources to African-American women, with the goal of these women breaking down barriers to achieve upper mobility in Metro Cincinnati.
- ❑ Program Metrics:
 - ❑ Network connections made
 - ❑ Job opportunities
 - ❑ Promotion due to skills advancement or skills enhancement
 - ❑ Creating a woman of color ecosystem to provide continued empowerment and support for black women



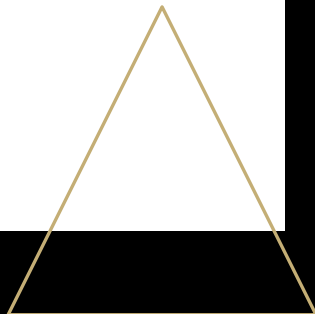
Program Outline


12-week program, broken down into 4 sections

Section 1: Identify Your Career

- Resume preparation and interview skills
- Personal brand
- Career planning
- Finding your niche

Section 2: Thriving In Your Career

- Public speaking project
 - Soft skills training
 - Leadership in the workplace
 - Social media marketing
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Program Outline Cont.

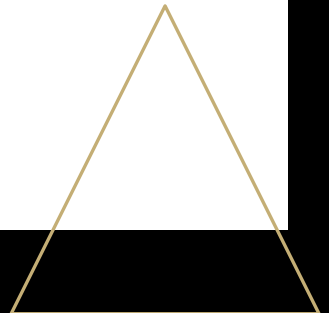
12-week program, broken down into 4 sections

Section 3: Overcoming Workplace Barriers to Continue to Grow

- How to deal with office bullies
- Employment laws
- Reputation repair
- Racial and gender differences

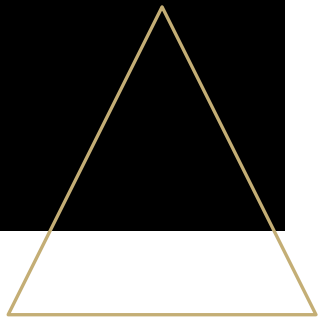
Section 4: Career Advancement Next Steps

- Networking
- Allies and mentors
- Financial literacy
- Community involvement





Program Bonus Partnerships

- ❑ All women attending the program will get a membership to Generation NOW, The Memo, and Black Career Women's Network to continue the partnership to strengthen their development
 - ❑ Black Career Women Partnership: All-access ticket to Summit and Mentorship Event
 - ❑ Black Achiever membership and Urban League membership to continue networking opportunities
 - ❑ Black Women Empowerment: access to two mental health events a year
 - ❑ Access to employment through our job fair
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Advance Program Instructor

- ❑ Nichole Sims, owner of Bold Career Consulting (BCC)
- ❑ Background: Nichole Sims brings 22 years of corporate recruiting experience along with 6 years of teaching at the collegiate level. She will draw on those experiences to develop a customized, interactive course. As a Black female who spent 27 years with an industry leader, she has experienced many challenges and triumphs in her career. She relates to and empathizes with her audience, which enables her to provide real, implementable lessons and solutions.

Budget Breakdown



Description	Fee	Hours/units/timeframe	Total	Total for 2 sessions year 1
Research, Development & Facilitation	\$200/hour (30% discount of \$300/hour)	6 hours prep x 18 hours (1.5 hours x 12 weeks) = 108 hours	\$21,600	\$15,000
Workbooks	\$20 each	30	\$600	\$600
Travel Expenses-Flat Fee	\$25/week	12 weeks	\$300	\$300
Marketing/PR	\$2,500	30	\$2,500	\$2,500
CEO Salary	\$30/hour	36 hours classroom and prep 100 hours program development	\$4,080	\$4,080
Part-time program coordinator	\$15-20/hour	15	\$3,600	\$3,600
Graduation	Food and beverage and certificates	30	\$1,500	\$1,500
Membership fees and program incentives for women	Generation NOW, Black Career Women's Network, and Black Achiever	30 memberships (\$100) Generation NOW 30 memberships BCWN 30 Black Achievers	\$6,000	\$6,000
Total	\$20 each	30	\$40,180	\$33,580
Total for two sessions	\$25/week	12 weeks	\$300	\$73,760

Thank You

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