



# GROWWTH Program

**I can AND  
I Will.  
Watch  
Me.**

**Program Overview & Goals**

**Service Overview**

**Participant Goal Setting**

**Demographics**

**GROWWTH Academy**

**Partners**

**Success Stories**





# Overview

**GROWTH** is an innovative workforce initiative designed to empower parents across 21 West Tennessee counties by eliminating barriers, providing resources, training, job placement and support to promote relational and occupational wealth within their households.

**No two journeys are the same.**

**Serving 21 Counties in West Tennessee:**

**Benton, Carroll, Chester, Crockett, Decatur, Dyer, Fayette, Gibson, Hardeman, Hardin, Haywood, Henderson, Henry, Lake, Lauderdale, Madison, McNairy, Obion, Shelby, Tipton and Weakley**



# GROWWTH Goals

**2500** Served in West Tennessee

**GROWWTH Academy Workforce  
Readiness Training**

**Microbusiness Program**  
**30** sustainable new businesses

**Childcare Training Program**  
**100** certified childcare providers



GROWWTH is a part of a study funded by the Tennessee Department of Human Services which is being conducted to determine how these pilot programs help people improve their economic well-being. During the study, all new eligible applicants will be randomly selected into one of two groups that receive a different mix of program services.



# Inquiries

Getting started is simple

- 9 questions
- No documentation
- Prompts GROWWTH staff to make contact

The screenshot shows the 'Growth Inquiry Form' page on the University of Memphis website. The page includes a navigation menu with links for 'About', 'GROWWTH Community Partners', 'Our Project Team', 'Partner with Us', 'Meet Our Staff', 'Contact Us', 'News & Events', and 'Stories'. The form itself is titled 'Growth Inquiry Form' and contains several fields: 'Name\*', 'Phone Number\*' (with a format hint 'xxx-xxxx'), 'Email Address', 'Address', and 'County\*'. Below these fields are three eligibility questions with radio button options: 'Are you the parent or guardian of a child 18 years old or younger who shares primary residence with you?', 'Are you currently eligible for or receiving Medicaid, SNAP (Supplemental Nutrition Assistance Program), Families First, public housing assistance, Section 8, National School Lunch Program or free/reduced lunch?', and 'Are you currently employed?'. There is also a dropdown menu for 'How did you hear about GROWWTH?'. At the bottom of the form are 'Submit' and 'Clear' buttons.

The screenshot shows the 'Contact Us to See if You Qualify' page on the University of Memphis website. A modal window at the top asks 'Are you the parent or guardian of a child 18 years old or younger who shares primary residence with you?' with 'Yes' and 'No' buttons. The page content includes the GROWWTH logo, contact information (Phone: 901.678.5981, Email: growth@memphis.edu), and a 'Growth Inquiry Form' button. The footer contains links for 'Canvas | umMail | myMemphis | Directories' and 'Apply | Visit | Safety & Security | Give | Contact'.



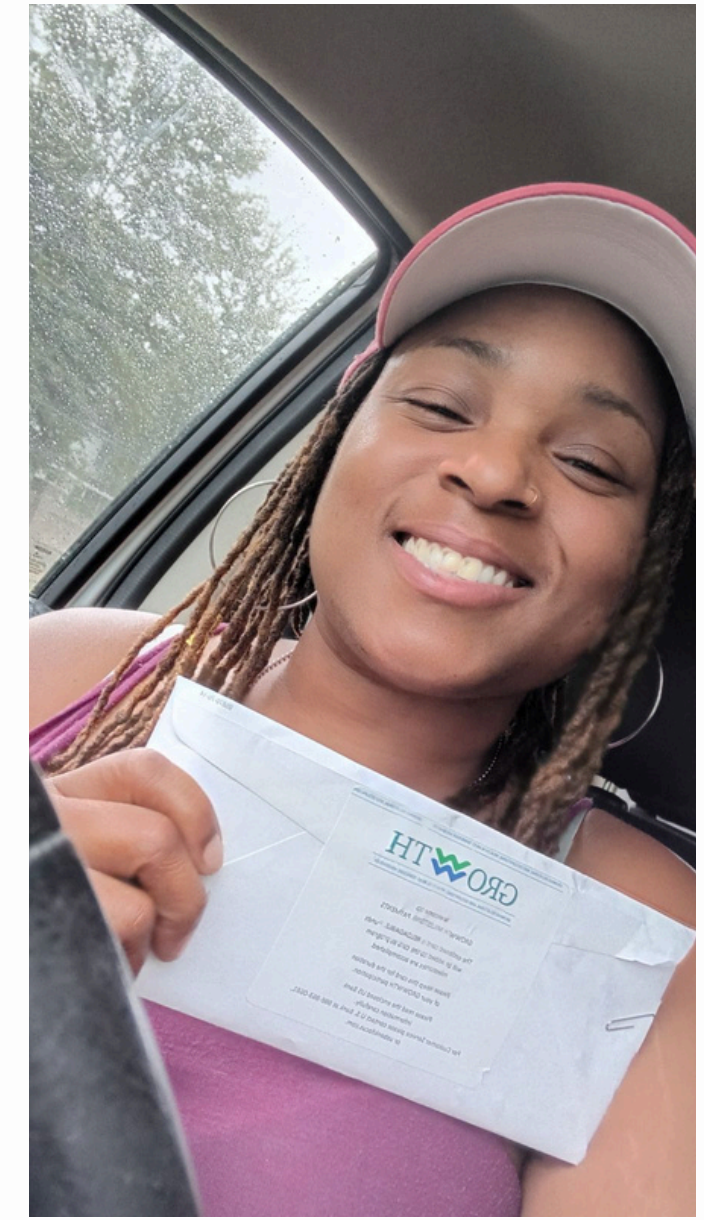
Workforce Readiness Training  
 Career Assessments  
 Wage Subsidization  
 Job Placement



Milestone Payments  
 Emergency Assistance  
 Childcare Assistance  
 Transportation



Youth Wellness & Enrichment  
 Individual & Family Wellness  
 Case Management  
 Care Coordination



Accelerated Skills Training  
 Childcare Business Training  
 Microbusiness Bootcamp  
 Microbusiness Loan



# SMART GOAL SETTING

1

Completion of the GROWWTH Family Plan requires a conversation between the Participant and case management staff.

- Goals are **Specific, Measurable, Achievable, Realistic,** and **Time-based**
- Participant identifies goals for themselves, their household and children

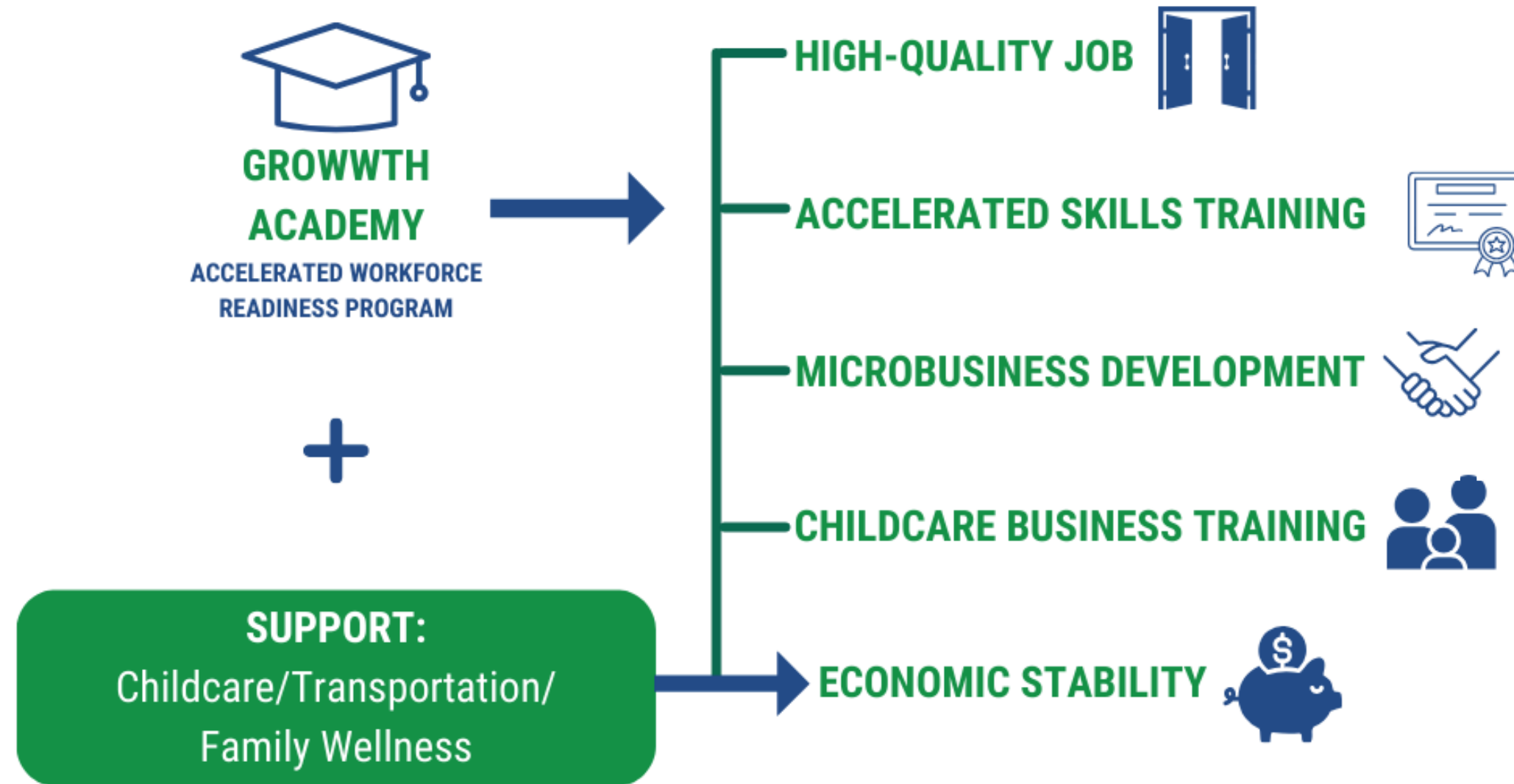
2

Milestone payments and supportive services are directly linked to the goals identified in the GROWWTH Family Plan.

- Employment goals
- Training/education goals
- Wellness goals
- Goals for overall household stability
  - Transportation
  - Childcare
  - Mental Health



# GROWWTH JOURNEY



**GROWWTH**

GROWING RELATIONAL AND OCCUPATIONAL WEALTH IN WEST TENNESSEE HOUSEHOLDS

GROWWTH is a part of a study funded by the Tennessee Department of Human Services which is being conducted to determine how these pilot programs help people improve their economic well-being. During the study, all new eligible applicants will be randomly selected into one of two groups that receive a different mix of program services.



# Across the Region

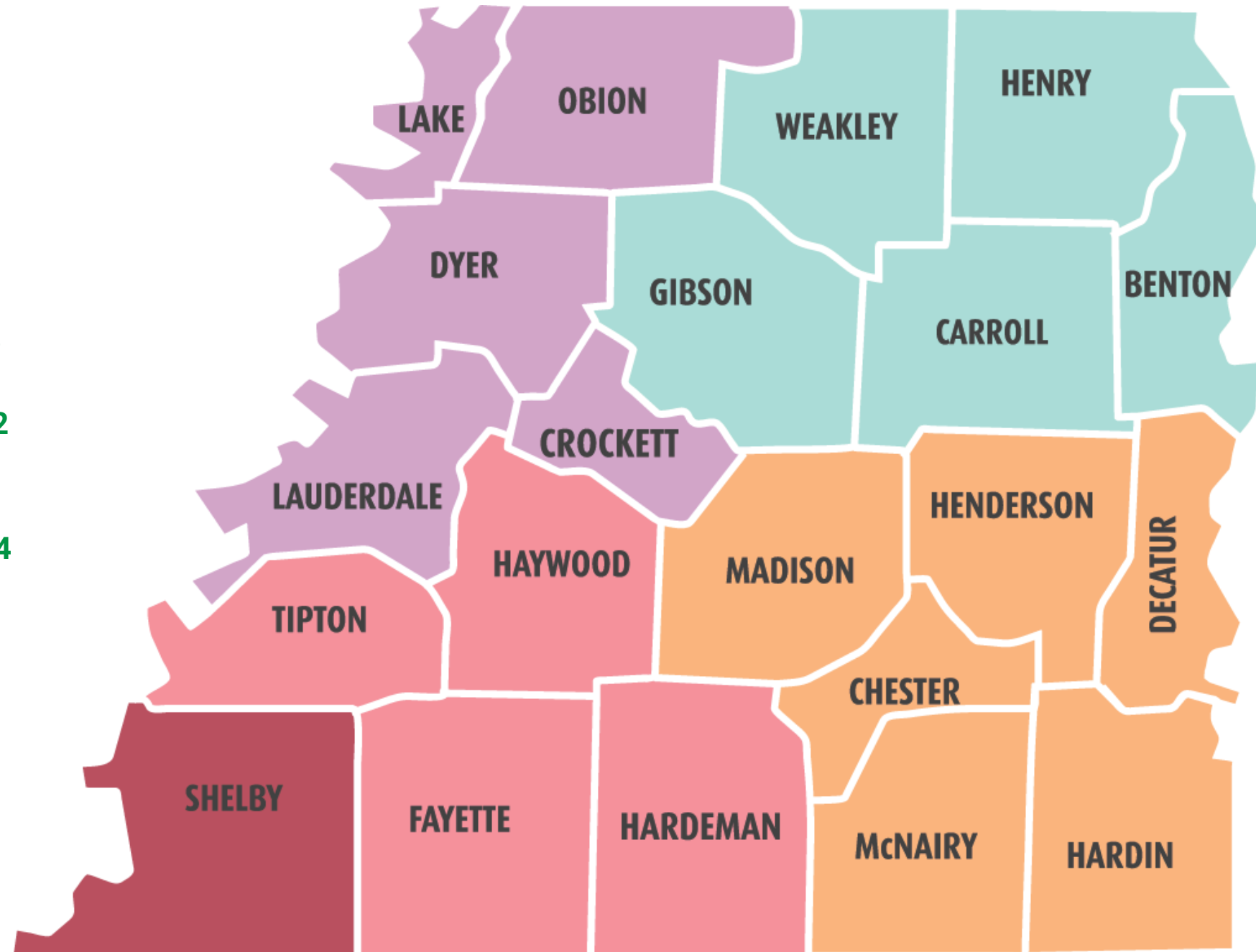
**Group A (Full Immediate Services)**

**335**

**Group B (Delayed Services)**

**336**

- Benton 1
- Carroll 16
- Chester 1
- Dyer 15
- Fayette 5
- Gibson 5
- Hardeman 3
- Haywood 4
- Henderson 2
- Henry 18
- Lake 6
- Lauderdale 4
- Madison 31
- Obion 9
- Shelby 532
- Tipton 7
- Weakley 12

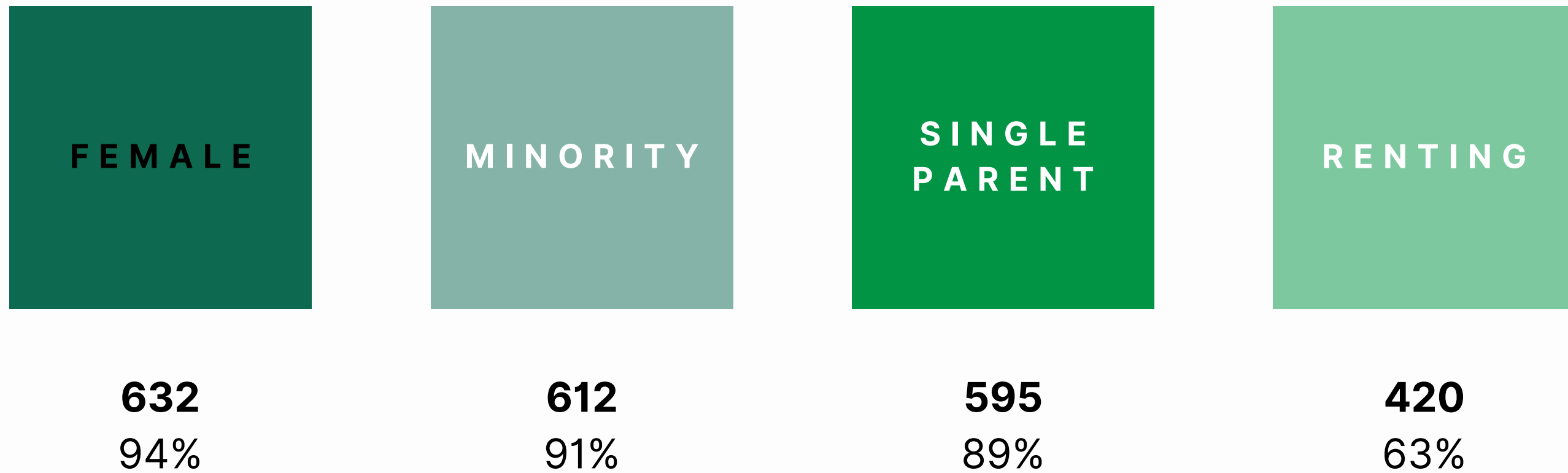






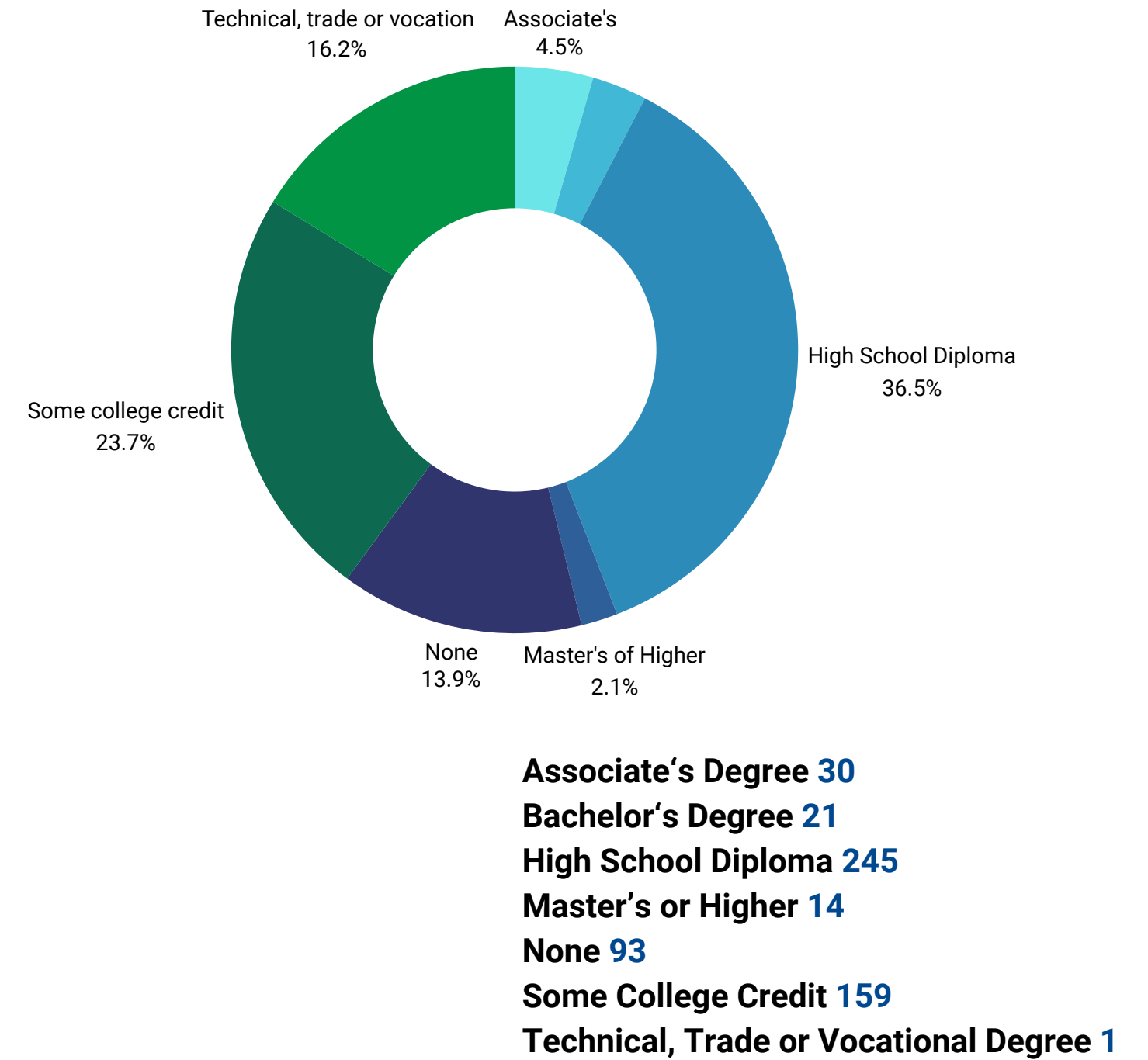
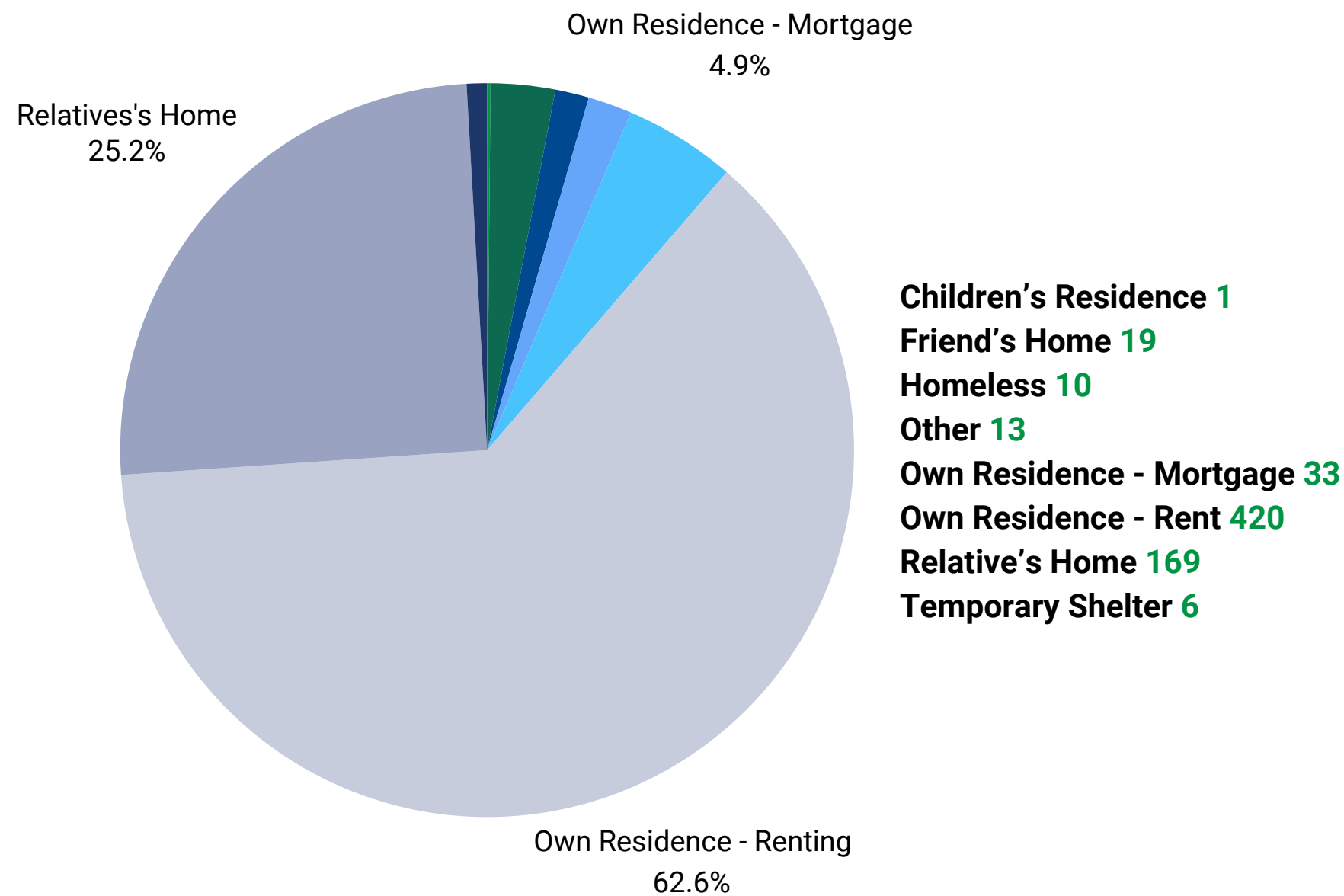
# Who We Serve

671 Enrolled as of April 30, 2024





# Status at Enrollment





# GROWWTH Academy

## Journey 1

- *How to Communicate Well*
- *Adapting to Change*
- *"What Happened?" - How We Regulate, Relate and Reason*
- *Understanding My Emotions*

## Journey 2

- *Planning My Career*
- *Managing My Money*
- *Building Accountability*
- *Navigating Workplace Culture*

## Journey 3

- *Mastering My Job Search*
- *How to Interview Well*
- *Rock My Resume*



**Journeys** are groups of topics that are related. Each Journey covers an area of growth designed to help you develop or strengthen basic individual or employment-related skills:

Participants will receive a milestone stipend after completing all of the modules in each Journey



# GROWWTH Academy

## Improvements (Aug 2023-Jan 2024)

- *Life skills expectation*
- *Increased confidence*
  - *Interview skills (70%)*
  - *Job Search (95%)*
  - *Managing emotions (85%)*
  - *Resume (65%)*
  - *Relationships (76%)*

## Barriers

- *Access to appropriate technology*
- *Tech literacy*
- *Motivation & follow through*
- *Major life change*

## Challenge Indicators

- *Disabilities*
- *Medicaid*
- *Employed*
- *Justice involved*
- *Low formal education*
- *Transitional housing*
- *PathwayU Scores low*
  - *Innovation*
  - *Openness*
- *PathwayU Scores high*
  - *Negative emotionality*



**Confidence** is a running theme in our GROWWTH Academy evaluation process. There are several things we plan to focus on to increase meaningful learning:

- *Ongoing skill development*
- *Digital literacy*
- *Enhanced personal career support*
- *Build employer partnerships*
- *Obtain job market feedback post graduation*



# GROWWTH Partners

Our partners assist us with a mixture of outreach, case management and resources.

- Economic Opportunities
- Community Lift
- Workforce Innovations (Northwest and Southwest TN)
- YMCA of Greater Memphis & the Mid-South

## Additional Community Partnerships

- Memphis Shelby County Schools
- The Financial Empowerment Center
- American Job Centers of Greater Memphis
- TCAT & Other Training Providers
- Dyersburg State Community College





# Pro Allied Health

Utilizing a two-way referral process resulting in **78** Full Service Participants and 18 Delayed Service

- **45** have started training
- **28** training completions
- Reduce training waitlist
- Direct link to employers
- Removing barriers to training access





**GROWWTH Academy Graduates 222**  
**Microbusiness Bootcamp 27**  
**Business Registrations 9**  
**Enrolled in Training Programs 90**  
**Program General Spend \$3,039,712.00**  
**Participant Spend \$743,735.00**

*“Good afternoon, I know it’s a Saturday however whenever you all get this message I wanted to thank you all, for everything. I have a new, permanent position for local government as a commercial building inspector effective 03/11. 2023 was challenging after losing my job due to my knee injury. I’m thankful to have found out about this program and I see so many new opportunities for growth. Thank you 🙏 all again!” - Quayuanna*

*“I was just getting frustrated. It was taking a toll on me, and I felt like it was best to quit. I had already started the GROWWTH enrollment process at that time. GROWWTH gives me a lot of confidence. I received notifications about jobs listings, continuing education, assistance for housing and utilities. It all helps. You don’t know all resources out there and with GROWWTH it’s like a family that has a group chat and keeps you informed.” - Temica*

*Hi, my name is Emily and I want to share my experience with the GROWWTH program. I enrolled while working as a temporary contract employee at the American Job Center. I did this with the hopes of bettering myself and securing high quality employment to build a career. As part of the program, I participated in the GROWWTH Academy where I learned a wide variety of skills and tips on how to build a successful career. I was able to use the certification from the GROWWTH Academy on my resume. I applied with the State of Tennessee and within a month of completing the program I was offered the job and accomplished the goal I had set for myself.*

*I still use the very same tips I learned in the Academy with my career and everyday life. With every milestone that the program offers, upon completion I receive payments which is a great bonus. This program has changed my life for the better and I cannot thank the GROWWTH staff enough for informing me about this program and helping me through every step of the process. I would like to thank Joy and Marcia for working with me and giving me such a wonderful opportunity!*

*- Emily*



# Program Challenges

Significant Program Growth Since October 2023



Turnover  
Growth  
Onboarding  
Specialization



Audience  
Messaging  
Expectations  
Attributes



Agreement  
Timing  
Transition



Presence  
Education  
Partnerships





# Looking Forward

## Expand and Improve Service Delivery

A

- Manageable caseloads
- Ongoing program events and education
- Increase in supportive services for the entire family
- Highly skilled staff
- Streamlining payment processes

B

## Assist Participants to Achieve Self Sufficiency Strategically

- Business services
- Employer partnerships
- Strengthen training provider relationships
- Expand GROWWTH Academy
- Interventions for struggling participants
- Program exit preparedness
- Participants as advocates



# Thank You

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