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Coalition Working Group 2

ALICE*

(*Asset Limited, Income Constrained and Employed)

Working Group Goals:

- Introduce and gain understanding of the challenge
- Create a schedule for next meetings and next steps to create a proposed plan of action to address the challenge

Guiding Questions:

- What strategies can we employ to address reaching this population?
 - Any success stories?
 - What adds to the difficulty?
- Relative to this population, what are the barriers to sustainable employment?

Champions:

- Andy Lashua, United Way of Buffalo and Erie County
- Christie Joseph, Pegula Sports and Entertainment, LLC

Awareness and the ALICE Population Challenge:

Over the next 10 years nearly one fifth, or 1 in 5 individuals currently in the workforce, will be retiring. A number that is projected to be over 137,000 workers. In addition, there are approximately 33,000 unemployed individuals and 58,000 new entrants into the workforce. Without finding a way to engage the more than 132,000 underemployed and working poor in our community, we will not have the necessary talent pool for replacement and new positions local employers need.

To complicate matters, many of these individuals are not eligible for public support given their working status or are simply disengaged from the services and supports available to them. Identifying ways to raise awareness among and interest from these individuals around available career opportunities is a critical need and challenge.

Next Steps:

- Create prototype of “1st choice employers” who employ a large number of minimum wage earners
- Invite marketing professionals to the table to create a marketing strategy to reach ALICE population
- Invite education and training entities to discuss programs that can be customized for the ALICE population that accommodate both their circumstances and the employer needs