



**GREEN
FOR ALL**

CASE STUDIES FROM THE GREEN COLLAR ECONOMY

**Detroit Good Will Industries, Flip the Script
Detroit, MI**

Goodwill Industries of Greater Detroit Flip the Script Male Empowerment Program, a green jobs training program, has systematically prepared young men ages 16 through 30 for 21st Century careers through an intense, gender and culturally specific curriculum. Flip the Script has been praised as Detroit’s “premier male training program” for its holistic approach, including a strong focus on math and development of positive social and life disciplines. Flip the Script has successfully trained and placed hundreds of low income, unemployed and underemployed Detroit residents, including ex-felons, into unionized Skills and Construction apprenticeships. The program’s initial focus was on serving young men of color who had not completed high school and ex-offenders returning home from prison, the program has proven to be a local catalyst in helping young men from various social and economic backgrounds. The program’s success has resulted in plans for Flip the Script to widen its target population to include displaced workers and young women. A new green job and career-development training component will allow Flip the Script to be replicated nationally.

This case study is current as of April 2009. For more information, please visit <http://www.goodwilldetroit.org/programs/flip-the-script.aspx> or contact Keith Bennett, kbennett@goodwilldetroit.org.

<p>Training methodology</p>	<p>The Green Construction jobs training focus is a two-tier system with the first phase focused on academic empowerment in assisting individuals in achieving minimally high school graduation standards (10th grade reading and algebra) and/or critical workplace disciplines. Phase one emphasizes the development of personal integrity and positive social skills that can be transferred to the workplace, community integration, financial literacy and personal independence.</p> <p>Phase two highlights hands on training and introduction to the Skill/Construction industry with greening as emphasis. Participates are provided an array of services in overcoming significant barriers to employment and the ability to function independently in their community. Skills and Construction training is facilitated through the utilization of training modules and a curriculum produced by Questech, based in Farmington Hills, Michigan. Flip the Script typically enrolls 50 to 55 students in each class or cycle, however enrollment could reach as high as 300 plus per year by 2010. Enrollment is divided into three (3) 18 week session per year.</p>
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This case study is meant to give a snapshot of the program profiled here. For the most up to date information on this program, please visit their website

Participants and how recruited	Flip the Script current recruitment and focus is young minority males ages 16 to 30, and returning citizens (ex-offenders). Future plans call for some focus to be shifted to displaced workers and other low- income populations.
Green program from the outset?	Goodwill Industries of Greater Detroit is designing a new comprehensive green jobs training program, however Goodwill Detroit has enjoyed a partnership with a local utility company in providing a reclamation labor force for several years. The organization has existed for 90 years.
Length and frequency of training	Eighteen (18) weeks. Goodwill is still determining the length of subsequent training phases. There are three training cycles or sessions a year.
Include on-the-job training or paid apprenticeships?	TBD.
Funding	Funding sources included governmental contracts, private and corporate foundations, individual support, and United Way of Southeastern Michigan. Private funding through corporate/foundations and state Department of Corrections.
Key relationships	Goodwill Industries has well-established partnerships with local employers, community colleges, labor unions and workforce development boards. Goodwill Detroit has also served as a consultant and advised local and state governmental systems on the development of outcome based jobs training programs and workforce development initiatives.
Credentials	Students receive a Certificate of Completion that is recognized by local Skill and Construction industry representatives, local employers and the institution for accreditation (CARF).
Placement and follow-up services	Goodwill Industries of Greater Detroit has an excellent reputation, along with a successful and comprehensive data tracking system in supporting in clients, and thorough wrap around follow up service delivery, typically for two years.