

NewBridge

CLEVELAND CENTER FOR ARTS & TECHNOLOGY

Inspiring Minds. Launching Careers.

NewBridge

rethinks job training
and youth arts programs.



Based on the highly successful Manchester Bidwell program in Pittsburgh, NewBridge Cleveland Center for Arts & Technology provides career training for unemployed, underemployed, and displaced adults and after-school digital arts and ceramics classes for urban high school students.

- ▶ Classes are **free**
- ▶ Job training programs are developed **based on needs of local employers**
- ▶ **Work and life skills are embedded** in all adult coursework
- ▶ NewBridge **works with other leading nonprofits** to connect students with support services they need to succeed
- ▶ Youth receive **mentoring and instruction** in an arts inspired, state-of-the-art, high-tech environment



NewBridge is modeled after Manchester Bidwell, where

85% of adult graduates get jobs and

90% of youth in the arts program graduate from high school.



adult programs

NewBridge

prepares adults
for careers.

NewBridge's vocational training is distinctive for our market-based approach. We meet with local hospitals and other institutions to gauge employment needs. Then we work with those employers to develop coursework that prepares students for in-demand careers.

NewBridge is focused on careers – good-paying jobs that include health insurance and opportunities for advancement.

Our current adult-training programs prepare graduates for careers as pharmacy technicians or phlebotomists, professionals who draw blood. NewBridge adult programs offer:

Curriculum developed in association with hospitals, including the region's largest health care employers.

Internships with local health care institutions and pharmacies, providing students with real-world experience.

Good job prospects. Demand nationwide for pharmacy technicians and phlebotomists is expected to grow by 25% and 14%, respectively, by 2018.

Good pay. On average, professionals in both fields earn more than \$30,000 annually, including wages and benefits. In comparison, a minimum wage worker is paid \$15,000 annually.

Certification. NewBridge students will be qualified and certified to begin work immediately upon graduation.

NewBridge

exposes youth to the
digital arts and
more.

youth programs

NewBridge uses a combination of high-tech gadgetry, compelling classes, and caring adults to help youth explore the arts and pursue their education in high school and beyond. Students are typically referred to NewBridge by teachers or other mentors. Classes are free, but students are required to maintain a good record of attendance and behavior.

Youth classes at NewBridge include ceramics, digital arts, and multimedia entertainment, including video and sound production. Courses include:

Hands-on instruction, allowing students to shape their own pottery, snap their own photographs, or work high-tech equipment to record and mix music.


Experienced instructors who are also accomplished, working artists.

Access to the latest equipment through weekly open studio sessions.

Encouragement and support from adults who care.

NewBridge offers a year-round, rigorous, after-school, arts-based program for local high school students.





“Change the environment.
Change the assumptions.
People are capable of extraordinary things.”

—Bill Strickland, founder of Manchester Bidwell and inspiration for NewBridge

NewBridge

uses a proven model.

NewBridge is based on Bill Strickland’s belief that environment shapes behavior. Our classes are held in a high-tech, contemporary building, filled with art and light, and fully equipped with classrooms, computer labs, and art studios.

It’s the same approach used by Manchester Bidwell, Strickland’s jobs and arts program. Since 1972, Manchester Bidwell in Pittsburgh has attracted national recognition for its market-relevant career training programs that lead to employment.

Each year at Manchester Bidwell, typically:

85 percent of adult graduates get jobs

90 percent of youth in its arts program graduate from high school, and many continue on to college

NewBridge joins three centers nationwide, replicating Manchester Bidwell and Strickland’s theories of adult and youth training. Others are in Cincinnati, San Francisco, and Grand Rapids, Michigan. Each enjoys similar high graduation and job placement rates.



NewBridge needs you.

NewBridge is a nonprofit 501(c)(3) supported by the generosity of corporations, foundations, and individuals. Donor opportunities include naming rights for facilities, programs, and scholarships. Help us inspire minds and launch careers.

To donate or volunteer, contact:

Jeffrey Johnson
Executive Director
NewBridge
jjohnson@newbridgecleveland.org

Karen Thompson-Shaheen
Chief Program and Operations Officer
NewBridge
ktshaheen@newbridgecleveland.org

Inspiring Minds. Launching Careers.



NewBridge

CLEVELAND CENTER FOR ARTS & TECHNOLOGY

Inspiring Minds. Launching Careers.

www.newbridgecleveland.org

NewBridge | Cleveland Center for Arts & Technology | 3634 Euclid Avenue | Cleveland, Ohio 44115

NewBridge Cleveland Center for Arts & Technology admits students of any race, color, and national or ethnic origin.