ROJAS BLAKELY & ASSOCIATES

SPARK MOMENTUM, SHAPE TOMORROW

Capability Statement

Rojas Blakely & Associates is a dynamic consulting firm based in Richmond, VA, with a national reach. Formed in 2024 through the merger of Blakely Consulting and To Your Growth!, our firm is dedicated to serving nonprofits and agencies in the crucial areas of workforce development and economic mobility. Specializing in labor market analysis and program evaluation, Rojas Blakely & Associates blends qualitative and quantitative research methods to provide comprehensive insights.

eVa: SUP329133

NIGP Codes

91800 Consulting Services
91812 Analytical Studies and Surveys
91832 Consulting
91838 Education and Training Consulting
92405 Advisory Services, Educational
92419 Education and Research Services
95277 Research and Evaluation, Human Services
95670 Research Services
96156 Program/Project Development and Management Services

Company Data

Key personnel:
Pieta Blakely, Ph, Managing Principal
Cynthia Rojas, PhD, Principal
Contact: Pieta Blakely

Core Competencies

- Design and implementation of **process, outcome, and impact evaluations** including logic models, outcome measures, and data collection plans
- Mixed methods **data collection and analysis** including surveys, interviews, and focus groups
- **Labor market** research and analysis
- **Rapid and utilization-focused evaluation** of new and innovative programs

Differentiators

- Specialists in evaluating pilots and innovative programs
- Embedded evaluation that supports real-time improvement
- Nimble and responsive evaluation for innovative programs
- Qualitative and quantitative research expertise
- Labor economics expertise
- Experience in workforce, education, and economic mobility systems
- Clear communication for decision-makers
- 40+ completed projects
- Principals have, combined, over 15 years of consulting experience and 40+ years of non-profit experience

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It has been a pleasure to work with Pieta, Cynthia, Cora, and Lauren on the labor market analysis. I appreciate the thought and care that you all took to deliver on this project, especially embedding an equitable and inclusive process in gathering quantitative and qualitative data, listening sessions and focus groups. I think our bi-weekly sprint meetings were valuable to keep us updated and on-track throughout the many months that we worked together. Thank you for delivering this comprehensive and informative analysis that will be used to help build a robust and inclusive talent pipeline for Greater New Haven and Valley region.
-Yolanda Caldera-Durant, The Community Foundation for Greater New Haven

Goldman Sachs 10,000 small businesses ALUMNI

CERTIFIED SWaM Small, Women and Minority-Owned
Supplier Diversity Strengthens the Commonwealth
by the Virginia Department of Small Business & Supplier Diversity

Past Performance

Holyoke Community College

July 2024-June 2025. Enabled Holyoke Community College to develop a clear, actionable strategy for scaling its early childhood mentorship model statewide. Real-time evaluation feedback led to immediate program improvements during implementation, while final findings informed a concrete roadmap to strengthen educator retention, leadership pathways, and workforce stability across the early education system.

City of Boston

Jan-June, 2026 (subcontract). Informed regional workforce strategy by identifying critical shortages in middle-skill healthcare roles and pinpointing structural constraints in the training system. The analysis enabled public-sector and workforce partners to prioritize investments in training capacity, strengthen career pathways, and better align employer demand with training supply across three workforce regions.

Nurtury Early Education

Feb-June, 2024. Positioned Nurtury's Family Child Care Incubator for replication and scale by translating an innovative pilot into a clear, field-ready model. The resulting case study and toolkit enable funders, policymakers, and peer organizations to understand, adopt, and adapt the approach to reduce barriers to entry in child care entrepreneurship.

Community Foundation for Greater New Haven & Valley Community Foundation

Jan-July, 2023. Enabled the Foundations to set strategic priorities for workforce investment by identifying key barriers to middle-skill employment and highlighting inequities affecting labor force participation. The analysis elevated the experiences of women, immigrants, and workers of color, allowing funders and partners to target resources, design more equitable interventions, and align workforce strategies with real community needs.

THANK YOU! The final product of this work is robust, responsive and meaningful because of the real time evaluative information you were able to gather and supply us with each step of the way. I look forward to seeing how mentorship improves our workforce. You are truly the best and I am so grateful we were able to partner on this. -Sheila Gould, Holyoke Community College

We bring our expertise to surface your collective wisdom. Together, we'll build a vibrant, thriving, and just organization that changes the world.