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Sedgwick County

525 North Main Street 3rd
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Wichita, KS 67203

Legislation Text

File #: 18-944, Version: 1

CONSIDERATION OF AN EXTERNAL FUNDING REQUEST TO THE WORKFORCE ALLIANCE FOR THE YOUTH EMPLOYMENT PROGRAM.

Presented by: Brent Shelton, Director of Economic Development & Tax Systems.

RECOMMENDED ACTION: Take action as the Commission deems appropriate.

The Workforce Alliance is the local workforce board for this region. It manages employment and training programs and operates the Wichita Workforce Center. Their mission is to “support and advance a competitive workforce in South Central Kansas”. One initiative of the Workforce Alliance is the Youth Employment Project (YEP); which is designed to assist young adults in gaining work experience. Through participation in YEP, young people have opportunities to learn resume creation, job search, interview preparation, customer service, and financial literacy. YEP is a collaborative effort of the Workforce Alliance, Greater Wichita YMCA, City of Wichita, multiple school districts, and many employers. Currently YEP operates within a budget of approximately \$450,000; (not including support from the previously mentioned partners) and provides employment opportunities to over 400 young people.

The Workforce Alliance is making a one-time request of \$25,000 from Sedgwick County to help create a joint marketing and outreach campaign to increase the number of employers and youth participating in YEP. This would include elements such as a website, social media tools, and incentives for participating youth, materials for group presentations, and key messages that will be delivered in classrooms. A goal of the project is to annually place 1,000 youth in summer jobs and internships. Increasing awareness and outreach efforts are key to doubling the annual participation. Focusing on providing education via the “Youth Essential Skills Certificate” and “Dollarwi\$e” through workshops and online courses; and providing a first job or work experience, YEP promotes developing the emerging local workforce to meet the employment challenges of a growing local economy.

Alternatives: Deny the request for funding.

Financial Considerations: This is a one-time funding request for \$25,000 in the form of a grant to be paid in January from the 2019 budget. Funding would come from the Economic Development program in the General Fund, 47001-110.

Legal Considerations: N/A

Policy Considerations: N/A

Outside Attendees: Keith Lawing, Workforce Alliance.

Multimedia Presentation: N/A