



## Youth, Young Adult and Adult Employment APPLICATION FORM

Submit Application to: [cddapplications@cityofmadison.com](mailto:cddapplications@cityofmadison.com)

Deadline: 12:00 pm CST (noon) on **August 19, 2022**

*Official submission date and time will be based on the time stamp from the CDD Applications inbox. Late applications will not be accepted*

Please limit your proposal and responses to spaces provided in this form. Responses to this RFP should be complete and comprehensive but succinct. Materials submitted in addition to this application form will not be considered in the evaluation of the proposal. If you are applying for multiple program or activity areas you must fill out this application for each program or area. ***Do not attempt to unlock or alter this form.*** Font should be no less than 11 pt.

If you have any questions **related to the content of the application**, please contact: Hugh Wing – [hwing@cityofmadison.com](mailto:hwing@cityofmadison.com) or Yolanda Shelton-Morris – [yshelton-morris@cityofmadison.com](mailto:yshelton-morris@cityofmadison.com)

If you have any questions or concerns that are related to **technical aspects** of this document, including difficulties with text boxes or auto fill functions, please contact Jen Stoiber – [jstoiber@cityofmadison.com](mailto:jstoiber@cityofmadison.com)

|                                           |                                                                                                                                                                                                                                                                                                                                                        |                              |                 |
|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-----------------|
| Legal Name of Organization:               | Maydm                                                                                                                                                                                                                                                                                                                                                  | Total Amount Requested:      | \$ 200,000      |
| Program Name:                             | Maydm High School STEM Career Development Internships                                                                                                                                                                                                                                                                                                  |                              |                 |
| Program or Activity are you Applying for: | <input checked="" type="checkbox"/> Youth Employment Services (ages 14-21)<br><input checked="" type="checkbox"/> Youth Employment & Training<br><input type="checkbox"/> Wanda Fullmore Youth Internship Program<br><input type="checkbox"/> Young Adult Employment Services (ages 18-26)<br><input type="checkbox"/> Adult Employment Services (18+) |                              |                 |
| Contact Person:                           | Rebecca Hildebrandt                                                                                                                                                                                                                                                                                                                                    | Email:                       | admin@maydm.org |
| Full Address:                             | 203 S. Paterson St. Suite 400 Madison, WI 53703                                                                                                                                                                                                                                                                                                        | Telephone:                   | 608-819-6616    |
| 501 (c) 3 Status:                         | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No                                                                                                                                                                                                                                                                                    | Fiscal Agent (if applicable) |                 |

### **Organizational Qualifications:**

1. Describe your organization's experience implementing services relevant to the services described in the Youth, Young Adult and Adult Employment RFP, including to those who are furthest from resources and opportunities and who face systemic barriers to employment.

Maydm provides girls and youth of color in grades 6-12 with the skills, experiences, and connections to pursue careers in and change the face of STEM. We focus on youth of color as well as girls because these are groups who are traditionally underrepresented populations in STEM fields. We offer a holistic approach that combines several elements: one day workshops, after-school programs, multi-week immersive programs, and paid STEM internships with employer partners to youth across Dane County. Our programs, including internships, span various topics, such as, 3D CAD modeling, 2D and 3D graphic design, mechanical and structural engineering, electronics, game development, robotics, data analytics, and more. We partner with other local organizations and employers in Dane County to provide our students with career relevant knowledge through our educational programs and site visits as well as real life experiences through our internship program.

Dane County's tech industry has experienced rapid growth the past 10 years, but in 2020, Wisconsin had only 1,261 computer science graduates to fill 6,419 open computing jobs (code.org). Only 21% of such jobs are held by women and only 6% by Black and Latino people, combined (Census Bureau). These disparities are persistent at even earlier ages too. Of the 2,051 AP Computer Science exams taken in Wisconsin: 21% by females, 5.7% by Latino students and 1.4% by African American students. As a part of Maydm's mission, we actively work to provide diverse youth paid internships in the Madison community. We want to see the underrepresented groups in Madison fill in those STEM jobs as the industry continues to grow.

We have initial touchpoints with students starting in middle school to expose them to introductory programs in game development, data analytics, robotics, engineering and other STEM topics. It is our goal to have students build on their skills throughout our multiple workshops, after-school programs, and immersive programs to ultimately become a part of our internship program.

In 2021, as a catalyst to provide a path for Maydm participants to experience what a STEM career would look like, a paid internship program was designed and incorporated into Maydm's program portfolio. Just a few weeks ago, our internship program wrapped up its second year by celebrating the 18 participating interns and the 8 local employers that participated in our 2022 summer program. With this year's number of hosting employers and interns increasing from the pilot year, Maydm is on a roadmap that confirms the need and interest for STEM programming opportunities and collaborations.

With two successful years of experience in planning, executing, and managing paid youth internship programs in the STEM field, and six years of experience designing and delivering STEM programming to the local youth audience, Maydm is moving ahead in our mission to change the face of STEM. Our internship program has the goal of allowing students to earn a competitive hourly rate while building their STEM skills and developing professional connections within our local industry.

We work to help our internship partners build financial capabilities for our students to earn a liveable wage, regardless of where they are placed during their internship. Our students have been placed at employers like Exact Sciences, Promega, First Business Bank, CUNA Mutual Group, Fetch Rewards, Gordon Flesch, Madison Gas & Electric, and more. We execute a MOU each year with all of our employer partners. We have not begun that process for our 2023 partners as we just concluded our 2022 program, however we have provided our current MOU that we use with those partners. We work with all of our partners to ensure that our students are paid \$15 an hour. We adjust

this rate each year to remain in sync with the STEM industry and current economy and will look to potentially increase this rate in 2023.

As a part of our current internship program model, we implement financial and other career development training throughout the course of the summer during our “Maydm Fridays”. The purpose of these training days are to build self-efficacy, financial literacy, and other employable skills that help students succeed in their internship and beyond. We also provide our students and internship partners with relevant training in Diversity, Equity, and Inclusion to ensure an equitable experience throughout their internship.

2. Describe how your agency builds relationships and authentically engages with individuals and households served. Specifically include information on previous strategies used to authentically engage with BIPOC, LGBTQ+, immigrant and/or low-income households and individuals.

As a part of our mission, Maydm works primarily with girls, students of color, and other underrepresented youth in our community to engage them in our programs. Currently, the students who participate as interns are recruited from our previous immersive Summer programs. In 2021, 37.11% of our students identified as Black, 13.40% as Latino, 23.71% as Asian, 5.15% Middle Eastern, 1.17% Pacific Islander, 1.30% Biracial, and 15.46% as White. The total percentage of people of color in our programs in 2021 was 84.54%. We also had 37.43% identify as girls and 62.57% identify as boys in 2021. In our 2022 internship program, specifically, 89% identify as people of color.

We are always working to ensure that our students who are part of the LGBTQ+ community are seen and included within our programs. We do not currently ask our students to self identify that they are in the LGBTQ+ community, but we do ask them to self identify their gender identity. We also ask students to write their gender pronouns on their name tags that are worn every day during our programs to make sure we are making an active effort to respect everyone’s pronoun usage. Based on gender pronoun usage, approximately 10% of our students use pronouns that differ from the gender they were assigned at birth. We have continued education for our staff to have meaningful and respectful relationships with students who belong in these underrepresented groups, including Diversity, Equity, and Inclusion training and Youth Mental Health First Aid training.

Our students are directly impacted by the demographics of our staff and board. Our target population for our programs are girls and students of color and more broadly, underrepresented youth in Dane County. It is vital to us that our organization’s staff is reflective of the community that we serve. This not only shows our students they are welcomed within our programs, but that they have relatable mentors and support surrounding them. With this in mind, Maydm works hard to have a staff and board that is reflective of the community that we serve. Our full-time staff consists of 57% women and 71% people of color. Our Maydm board consists of 38% women and 50% people of color. In 2022, our summer instructors consisted of 89% people of color and 56% women. We also make sure to speak with any partners that we work with, such as internship partners, that work directly with our students to ensure our students have meaningful connections and interactions with women and/or people of color as mentors and leaders.

We show a dedication to our students and their families by maintaining sustained relationships with a majority of our internship students, most of whom have previously participated in several of our other programs. Our Programs Outreach Manager is dedicated to working with our families to target students who have shown they are ready to move on to our internship program. As our program grows, we will continue to foster those relationships with that same dedication to know and understand the students and families we support. It is a part of our mission that we provide these opportunities and authentically engage with those in underrepresented groups in our community and that we build meaningful relationships with our participating students and families.

3. Describe your organization's experience, education and training requirements for program staff and management staff.

Maydm's current Executive Director, Christina Outlay, has a Ph.D. in Information Systems and Management, an extensive background in STEM across corporate, academic, and military environments, and a strong track record of administering programs for underrepresented middle and high school youth. Maydm staff that work within our internship program have at least a Bachelor's Degree within various disciplines and additionally have applicable skills and experience in areas such as leadership development, program development, communication, and more. Both of the staff members that directly supervise our internship program are native Spanish speakers in addition to having a wealth of educational experience and professional training and certifications.

Our Program and Outreach Manager, Carmelo Dávila, holds a Bachelor in Arts in European History (2002) and a Post-Bachelor Graduate certificate in Archives and Record Management (2005), from the University of Puerto Rico at Rio Piedras. He also holds a Master of Science in Industrial Archaeology from Michigan Technological University (2009). Some of the relevant professional development training he has completed are: Honoring Our Common Differences: Leadership for Inclusivity (Kathy German Consulting. Kenosha County Center, Bristol, WI - Oct 16, 2015) and Safe & Sane: Welcoming LGBT Youth Groups - LGBT Center of SE Wisconsin (Kenosha County Center, Bristol, WI - May 28, 2014).

Our Internship Program Manager, Yannira Perez, has managed a suite of K-12 Energy Education Programs. Additionally, she has experience working and advocating for children's education, particularly in underrepresented communities. She holds a Masters of Business Administration from California State University (2004) and is a PMI certified Project Management Professional. Yannira also served in the US Navy's Military Intelligence for nearly 10 years, five of them in active duty status. She is an Armed Forces Service Medal veteran and holds protected veteran status.

Maydm's additional full time staff have specific backgrounds and skill sets that vary, but are directly related to their job position. All staff members are required to have experience and passion for working with diverse youth, knowledge of the local population demographics, knowledge of opportunities to engage with diverse populations, and community connections. All staff members are required to demonstrate prior training and experience and/or complete ongoing training in Youth Mental Health First Aid, Diversity, Equity, and Inclusion, and CPR. For 2023, we will be adding LGBTQ+ Inclusivity training to this list, since we have a growing number of program youth who identify as LGBTQ+. We have also added incentives for Maydm staff to complete new or additional STEM training so that our youth can interact with all staff on some level when discussing STEM topics, not only program instructors.

Maydm Summer Program Instructors are college-aged students or local professionals that work with us to deliver our summer program curriculum. They are a key part of the first steps of bringing on internship participants and work closely with our Program and Outreach Manager on referrals to our internship program. We require instructors to have a background in one or more of the topics covered by our programs, as well as experience working with and engaging diverse populations, preferably youth. Upon hiring, we provide our instructors with training in Youth Mental Health First Aid, Diversity, Equity and Inclusion, Mandated Reporting, and CPR. For 2023, we will add LGBTQ+ Inclusivity training for our instructors, along with our full-time staff.

### **Partnerships, Collaboration & Coordination**

1. Describe your current and recent collaboration and partnerships with the following groups, specifying organization names, collaboration/partnership dates, and information about your shared work and accomplishments.
  - a. Organizations and groups that work with youth, young adults and/or adults.

We are grateful to be able to partner with various organizations, employers, schools, and others that contribute to our success by providing STEM training and programs to the young people they work with. Some of these organizations include CEOs of Tomorrow (Summer 2022), Upward Bound (July 2022), and Big Brothers Big Sisters of Dane County (November 2021). This past year, we worked with Black Girl Magic Educational Services Inc. for their Black Girl Magic Saturdays (Nov 2021, March 2022) and Black Girl Magic Conference (May 2022) to bring programming to their girls in the Madison area. We also supported the Urban League and My Brother's Keeper by providing workshops for their annual Gaming and Coding Day (April 2021, 2022). This past Spring, we also did contracted programming for Lighthouse Christian School, and in 2019 and 2020 did programming with Badger Rock Middle School. Collaborating with other organizations helps us promote our services to ensure all students have the opportunity to join our programs and apply for our internship program. We are connected with three new school partners to offer after school programming this upcoming year as a direct result of supporting other organizations.

By partnering with other organizations in our community, we are able to expose more underrepresented youth to our programs and provide them with the opportunity to join our internship program. We are committed to working with organizations that align with our mission to bring change to our youth.

- b. Organizations that provide pre-employment/career preparation, employment services, and/or training and education.

As a part of our internship program training, we have previously partnered with a Diversity, Equity, and Inclusion trainer for both our students and internship partners. We work with them throughout the year to develop a training that is relevant and interactive for our students to express their experience with DEI and how they can make sure they are seen and heard throughout their internship through a lens of equity. They also provide training to any staff members at our internship employers that will be working with our students. As many of our employers are working to bring more diverse employees onboard, Maydm wants to ensure that they are prepared to work with our diverse youth. We also want to make sure our youth are prepared to navigate the corporate world, use their voice and bring their full self to their internship.

Additionally, we have worked with managers at local companies, such as Chi-Matic and AE Business Solutions, to provide leadership training for our students. We have also partnered with Park Bank and Summit Credit Union to provide our students with financial literacy training. Our internship placement may be the first job many of our students will have, so it is important that we equip them with the financial tools necessary to manage their income responsibly.

- c. Organizations and groups that focus on working with, or have a history of working with, low-income households, women, and those that are Black, Indigenous, People of Color (BIPOC), immigrants, and/or individuals who identify as Lesbian, Gay, Bisexual, Transgender, and Queer + (LGBTQ+).

We are thankful that the partners we collaborate with to bring youth to our programs have an emphasis and history on working with women, low-income households, people of color, and the LGBTQ+ communities. It is important to the mission of Maydm to collaborate with organizations that hold the same values of equity and inclusivity as we do. Such organizations include, but are not limited to, CEOs of Tomorrow, Upward Bound, Big Brothers Big Sisters of Dane County, Urban League of Dane County, Boys and Girls Club of Dane County, Centro Hispano, and Black Girl Magic Educational Services, Inc.

2. Describe your plans to partner, collaborate, and coordinate services with organizations and groups, including names and partnership details. Please explain why and how these collaborations benefit the participants served. Organizations that identify key partnerships must provide written documentation of agreement/commitment from each listed partner.

By partnering with other organizations in our community, we are able to expose more underrepresented youth to our programs and provide them with the opportunity to join our internship program. We are committed to working

with organizations that align with our mission to bring change to our youth as stated previously in our application. In addition to continuing our relationships with past internship company partners, we look forward to working with more groups in 2023. Up to this point, we have filled our internship spots with students who have come up through our programs at Maydm. As we look to grow and scale our internship program, we will be working with additional organizations that we can partner with to provide training and programs to fill our internship pipeline with additional students. As we have just finished up our second year of our internship program in early August, we are looking towards beginning the relationships with new and previous partners in early September. We have already had interest from multiple organizations and groups that would like to collaborate with us and our internship program, and we will be finalizing relationships with them this fall. We look forward to working with other community groups this fall, including the Odyssey Project, Jr., Upward Bound, and STEM Academy.

The Odyssey Junior program is part of the The UW-Odyssey Project (UW-OP thereafter). The UW-OP offers University of Wisconsin-Madison humanities classes for adult students facing economic barriers to college. The majority of students who participate in the Odyssey Course are from racial and ethnic minority groups (~90%) and are often overcoming the obstacles of single parenthood, homelessness, drug and alcohol addiction, incarceration, depression, and/or domestic abuse. While parents attend UW-OP classes, 50 children and grandchildren of Odyssey students, ages 2-18, participate in one of three Odyssey Junior classrooms. Maydm will work with their Adventurers program, which is made up of high school aged students. The UW-OP serves the same communities Maydm serves in the Madison area, and therefore makes for an ideal partner to our organization.

Upward Bound is a program within the Madison Metropolitan School District that provides tutoring, academic advising, ACT Prep, on-campus residential programs, scholarship pairings, and more to students who qualify for free or reduced lunch or a first-generation upcoming college student at Madison East and Madison LaFollette high schools. This partnership is beneficial to Maydm's internship program because we are able to provide additional STEM experience and training to their participating students whose demographics are similar to ours. This brings more STEM exposure to students in the Madison area, and a pathway to join in our internship program.

The STEM Academy is a dual enrollment educational program for high school students in Madison interested in Science, Technology, Engineering, and/or Math (STEM). Students take a full-time schedule of college classes at Madison College over 11th and 12th grade, where their college coursework also translates to high school credits, at no cost to them or their families. A key objective of this program, and one that aligns with Maydm's own mission, is to address participation gaps in STEM careers for students from underrepresented demographics, including: socioeconomic status, first generation to attend college, race or ethnicity, and gender. Therefore, we see the STEM Academy as one of our top relevant partners and an opportunity to engage more students in our internship program.

### **Program Design**

1. Describe the organization's program and proposed service delivery plan including recruitment and selection of participants, individual assessment process, anticipated number to be served, who will be served, duration, location, and goals.

Maydm's Internship Program was established in 2021 with the chief goal of becoming a catalyst of change by providing girls and youth of color in grades 9-12 STEM-based professional internship experiences and connections to learn and see for themselves that a career in STEM is within their reach. We recently finished our second cohort with 18 interns whose collective successes demonstrated the changing face of STEM for themselves, for future cohorts, and for the City of Madison.

We recruit our internship program participants mainly from our immersive STEM programs. We rely on the instructors and Program and Outreach Manager to recommend students based on demonstrated skill levels, aptitudes, commitment to participate, relevant skills they'll bring to their internship experience, and how they have

or would prepare for a successful internship experience. We deliver other outreach activities to schools and communities through: community, social, and health services organizations, Maydm's website and social media outlets, and local media.

Once we identify interested and qualified prospects, we connect them with our Program and Outreach Manager, who then becomes their point of contact through the discovery, application, assessment (for STEM interest and knowledge), selection, and participation process. Intern prospects interested in participating must complete and submit an application that asks what they hope to learn/gain from this experience, STEM areas of most interest and overall career aspirations, their desire to apply hard-skilled knowledge (e.g., coding, data science), overall hard/and soft skills preparedness, and work experience gained at Maydm or other sources.

In addition, we work with local employers in Madison as partners in our internship program. We recruit host companies from a local pool of public and private sector companies with a demonstrated commitment to provide internship placement to girls and youth of color. Maydm internship program staff work with host companies to ensure meaningful experiential internship opportunities are planned and executed

Applicants who accept Maydm's invitation for participation work with paired internship partners to complete their onboarding and any necessary paperwork before their first day, as well as Maydm's internship onboarding. They also complete DEI training with Maydm staff upon acceptance into our program.

For the past two years, we have had an established program schedule that is composed of a 7-week program consisting of four (4), eight (8) hour days - Monday through Thursday - of paid STEM related work at their internship host company. On Fridays, the focus shifts to professional development activities, including site visits to private and public STEM-based organizations. In 2022, these activities included: hands-on engagement in lab experiments at Promega (a private company), UW Madison's School of Veterinary Medicine to learn about new medical developments, engage in hands-on experimentation and analysis of findings, a virtual visit to the Icecube Neutrino Observatory (located in the Amundsen-Scott South Pole Station in Antarctica) and operated by the University of Wisconsin-Madison, and professional development workshops on financial literacy, professional online presence, and networking for success.

Having placed and served nearly 30 internship participants in the past couple of years, Maydm is poised to expand on our program and deliver on the following goals over the next five years:

Goal 1: Recruit and onboard 150 high school aged students in STEM internships of diverse student identification/affiliations across racial and cultural backgrounds, migrant status, and sexual identity and orientation over the next five years.

Goal 2: Serve a minimum of 80% of program participants that belong to groups that are underrepresented in STEM fields (e.g., youth of color, girls, LGBTQ+, etc.)

Goal 3: Build and sustain relationships with 8 to 12 local host employers that demonstrate commitment to a work environment that is diverse, equitable, and inclusive.

2. Describe the outreach/marketing methods the organization intends to employ to generate participation in the program and to reach the targeted populations considered priority for this funding.

Maydm's Program and Outreach Manager works closely with local educational partners and institutions, companies, and community leaders and advocates to raise awareness and interest for our internship program and the short and long-term benefits to be reaped by the participants, their families, their communities, and their host employers.

Concurrently, he works with Maydm's immersive programming instructors and Maydm's Summer Program Manager to identify and recruit internship candidates based on their STEM-related interests, knowledge, and aptitudes.

Our current roster of immersive programs includes five multi-week programs in a variety of topics within STEM. Our STEM Mixer program is designed to expose high school students to a number of highly in-demand fields in science, technology, engineering, and mathematics. Each week, students learn a different aspect in STEM by working through various projects, hearing from industry experts, and exploring their interests as they intersect in STEM. The Game Development with Unity 1 and 2 programs are designed to help middle and high school students learn the fundamentals of game development, including environment design, graphics design, programming, and project planning, using the tools of game industry professionals. Students completing both game development programs are able to acquire the tools needed to build their own game and learn more advanced concepts to create a gaming world of their own. Our Finance and Data Analytics program for high school students in grades 10-12 focuses on helping students understand how finance technologies are used to perform business analysis and data analytics. This program allows students to learn more about personal finance, banking risk analysis, and cyber security issues for financial institutions. These programs are designed for students to build their STEM skills to prepare for our internship program.

3. Describe how your program includes input or suggestions from target population served in your program design and operation.

We value participants' input and suggestions and make an effort to incorporate them at appropriate points in the process. Each year, during the last week of the internship program, we ask participating interns to provide their program and participation feedback through focus group sessions and/or surveys. We conduct the focus group sessions at the end of the internship so that interns may provide comprehensive feedback on the full experience.

After the program year concludes, we evaluate all collected feedback, including lessons learned. We meet as a full team with other Maydm staff to decide which feedback we will prioritize, schedule, and execute for future programs. We are currently reviewing our 2022 feedback to identify internship strengths and opportunities for improvement to incorporate into next year's program. We are also considering how to integrate more frequent feedback checkpoints throughout the internship, rather than only at the end.

### **Theory of Change & Logic Model**

1. Describe how your proposed services are based on evidence of success, and how you will meet performance outcomes while maintaining quality services customized to each participant's needs. Please include the following in your response:

- a. Past service outcomes and other accomplishments that validate your approach.
- b. Best practices and proven resources for youth, young adults, and/or adults you will utilize.
- c. How you will incorporate past experience with performance tracking and reaching outcomes, including challenges overcome.

We started Maydm's Internship Program in the summer of 2021, and therefore we have not been able to gather conclusive data on what the long term service outcomes and program accomplishments have been. Our program is one of a kind in that it is the only program, to our knowledge, in the state of Wisconsin to provide opportunities for local high school-age female students and students of color to access paid skill-based training for the STEM sector. When researching and launching our program, we could not find a comparable program to use a model for validating our approach.

However, we have gathered some preliminary data that suggest our program approach is leading our internship program in the right direction, in terms of long-term success. We continually gather feedback from both our

internship partners and internship students, analyzing it, and, most importantly, acting on it. We provide training for those partners based on their input, and they will also continue to be part of our program approach. This includes working with partners to help them develop their readiness to work with high school interns. As a result, most of our internship partners in 2022 expressed their plan to continue hosting Maydm interns in 2023.

The uniqueness of our focus on STEM-based training is sometimes challenging given that interns are high school aged and don't come with a degree or previous experiences. We will therefore continue providing training for the students in our internship program in the areas of workplace etiquette, and soft skill development, such as communication and organizational skills.

As our internship program is currently only in its second year, we are still working to identify best practices and proven resources for supporting our program participants. We intend to use the funds from the Youth Employment grant to develop and implement the solutions to overcome the program challenges we currently face, ensure the growth and success of our program, and, in the process, establish the best practices and proven resources to support youth living in the city of Madison.

The Maydm team recently hired an Internship Program Manager to oversee all aspects of the program. They will work directly with partners to build our program readiness. Maydm will also seek the services of professional development providers to provide the relevant training sessions with students (interns) and partners (internship host companies) starting in mid-April each year.

2. Please describe current and past success in engaging community members and service recipients in developing and improving services.

We asked interns who participated in our program in the summers of 2021 and 2022 to complete a program evaluation survey. Corporate partners who hosted interns in 2021 were also asked to provide their input through a survey. We are in the process of doing individual check-ins with our company partners for 2022, to gather their evaluation of our program. During the month of August, we also asked our 2022 cohort of interns to participate in a focus group designed to gather ideas for enhancing and improving our program. We are currently compiling all the data we gathered for analysis and to develop actionable recommendations for next year's program.

3. Please describe your plan to meaningfully involve service recipients, including past, present and potential recipients, in ongoing design, flexing and improvement of proposed youth, young adult, and/or adult employment services.

Moving forward, we will continue to engage community members and program participants in conversations about how to continue developing and improving our internship program. We will collect participant surveys to gather program evaluation data and input from interns and partner organizations hosting Maydm interns. We will also conduct yearly focus groups to gather input and program recommendations from partners and students. And finally, we will create a Tech Advisory Group composed of tech professionals who are able to educate the Maydm team on emerging industry trends and ensure we are preparing students for meaningful internships and a future career.

**Budget** - Complete the Budget Worksheet, including all costs for which you request funding through this RFP. All costs included must be reasonable, allowable, necessary, and allocable among the stated cost categories.

**YOUTH, YOUNG ADULT AND ADULT EMPLOYMENT BUDGET APPLICATION FORM**  
**AGENCY AND PROGRAM REVENUES**

**Legal Name of Organization:** \_\_\_\_\_

**Total Amount Requested:** \_\_\_\_\_

**Contact Name and Email for Budget Info:** \_\_\_\_\_

**\*\*Instructions:** Complete this workbook in tab order, so the numbers will autofill correctly. **Only fill in the yellow cells.**  
**Only use whole numbers, if using formulas or amounts with cents, convert to whole number before submitting to CDD.**

Please fill out all expected revenues for the programs you are requesting funding for in this application.  
 All programs not requesting funding in this application, should be combined and entered under NON APP PGMS (last column)

| REVENUE SOURCE            | AGENCY<br>2023 | PROGRAM<br>A | PROGRAM<br>B | PROGRAM<br>C | PROGRAM<br>D | PROGRAM<br>E | NON APP<br>PGMS |
|---------------------------|----------------|--------------|--------------|--------------|--------------|--------------|-----------------|
| DANE CO HUMAN SVCS        | 0              |              |              |              |              |              |                 |
| UNITED WAY DANE CO        | 0              |              |              |              |              |              |                 |
| CITY CDD-This Application | 200,000        | 200,000      |              |              |              |              |                 |
| OTHER GOVT*               | 0              |              |              |              |              |              |                 |
| FUNDRAISING DONATIONS**   | 300,000        | 300,000      |              |              |              |              |                 |
| USER FEES                 | 60,000         | 60,000       |              |              |              |              |                 |
| TOTAL REVENUE             | 560,000        | 560,000      | 0            | 0            | 0            | 0            | 0               |

\*OTHER GOVERNMENT: Includes all Federal and State funds, as well as funds from other counties, other Dane County Departments, and all other Dane County cities, villages, and townships.

\*\*FUNDRAISING: Includes funds received from foundations, corporations, churches, and individuals, as well as those raised from fundraising events.

**YOUTH, YOUNG ADULT AND ADULT EMPLOYMENT BUDGET APPLICATION FORM**  
**AGENCY AND PROGRAM REVENUES**

Enter all expenses for the programs in this application under the PGM A-D columns. Enter the amount you would like the City to pay for with this funding under the CITY SHARE column next to the PGM column. Enter all other programs in your agency under NON APP PGMS (last column).

**\*\*Use whole numbers only, please.**

| ACCOUNT CATEGORY            | AGENCY<br>2023 | TTL CITY<br>REQUEST | PGM<br>A       | CITY<br>SHARE  | PGM<br>B | CITY<br>SHARE | PGM<br>C | CITY<br>SHARE | PGM<br>D | CITY<br>SHARE | PGM<br>E | CITY<br>SHARE | NON APP<br>PGMS |
|-----------------------------|----------------|---------------------|----------------|----------------|----------|---------------|----------|---------------|----------|---------------|----------|---------------|-----------------|
| <b>A. PERSONNEL</b>         |                |                     |                |                |          |               |          |               |          |               |          |               |                 |
| Salary                      | 214,875        | 115,000             | 214,875        | 115,000        |          |               |          |               |          |               |          |               |                 |
| Taxes/Benefits              | 68,250         | 15,000              | 68,250         | 15,000         |          |               |          |               |          |               |          |               |                 |
| <b>Subtotal A.</b>          | <b>283,125</b> | <b>130,000</b>      | <b>283,125</b> | <b>130,000</b> | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b>        |
| <b>B. OTHER OPERATING</b>   |                |                     |                |                |          |               |          |               |          |               |          |               |                 |
| Insurance                   | 10,000         | 0                   | 10,000         |                |          |               |          |               |          |               |          |               |                 |
| Professional Fees/Audit     | 5,000          | 2,500               | 5,000          | 2,500          |          |               |          |               |          |               |          |               |                 |
| Postage/Office & Program    | 500            | 0                   | 500            | 0              |          |               |          |               |          |               |          |               |                 |
| Supplies/Printing/Photocopy | 42,500         | 15,000              | 42,500         | 15,000         |          |               |          |               |          |               |          |               |                 |
| Equipment/Furnishings/Depr. | 5,000          | 5,000               | 5,000          | 5,000          |          |               |          |               |          |               |          |               |                 |
| Telephone                   | 0              | 0                   |                |                |          |               |          |               |          |               |          |               |                 |
| Training/Conferences        | 5,000          | 2,500               | 5,000          | 2,500          |          |               |          |               |          |               |          |               |                 |
| Food/Household Supplies     | 10,000         | 0                   | 10,000         |                |          |               |          |               |          |               |          |               |                 |
| Travel                      | 25,000         | 10,000              | 25,000         | 10,000         |          |               |          |               |          |               |          |               |                 |
| Vehicle Costs/Depreciation  | 0              | 0                   |                |                |          |               |          |               |          |               |          |               |                 |
| Other                       | 0              | 0                   |                |                |          |               |          |               |          |               |          |               |                 |
| <b>Subtotal B.</b>          | <b>103,000</b> | <b>35,000</b>       | <b>103,000</b> | <b>35,000</b>  | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b>        |
| <b>C. SPACE</b>             |                |                     |                |                |          |               |          |               |          |               |          |               |                 |
| Rent/Utilities/Maintenance  | 65,000         | 0                   | 65,000         |                |          |               |          |               |          |               |          |               |                 |
| Mortgage Principal/Interest | 0              | 0                   |                |                |          |               |          |               |          |               |          |               |                 |
| Depreciation/Taxes          | 0              | 0                   |                |                |          |               |          |               |          |               |          |               |                 |
| <b>Subtotal C.</b>          | <b>65,000</b>  | <b>0</b>            | <b>65,000</b>  | <b>0</b>       | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b>        |
| <b>D. SPECIAL COSTS</b>     |                |                     |                |                |          |               |          |               |          |               |          |               |                 |
| Assistance to Individuals   | 40,000         | 20,000              | 40,000         | 20,000         |          |               |          |               |          |               |          |               |                 |
| Participiant Wages          | 25,000         | 10,000              | 25,000         | 10,000         |          |               |          |               |          |               |          |               |                 |
| Participant Taxes/Benefits  | 5,000          | 5,000               | 5,000          | 5,000          |          |               |          |               |          |               |          |               |                 |
| Other                       | 0              | 0                   |                |                |          |               |          |               |          |               |          |               |                 |
| <b>Subtotal D.</b>          | <b>70,000</b>  | <b>35,000</b>       | <b>70,000</b>  | <b>35,000</b>  | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b>        |
| <b>TOTAL (A.-D.)</b>        | <b>521,125</b> | <b>200,000</b>      | <b>521,125</b> | <b>200,000</b> | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b> | <b>0</b>      | <b>0</b>        |

**YOUTH, YOUNG ADULT AND ADULT EMPLOYMENT BUDGET APPLICATION FORM**  
**AGENCY AND PROGRAM REVENUES**

0

**\*\*List all staff positions related to programs requestiong funding in this application, and the amount of time they will spend in each program.**

|                                 | 2023                  | 2023                  | 2023                  | 2023                  | 2023                  | 2023      | 2023                 | 2023                                    | 2023            | 2023              | 2023                                               |
|---------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------|----------------------|-----------------------------------------|-----------------|-------------------|----------------------------------------------------|
| Title of Staff Position*        | Program<br>A<br>FTE** | Program<br>B<br>FTE** | Program<br>C<br>FTE** | Program<br>D<br>FTE** | Program<br>E<br>FTE** | Total FTE | Annualized<br>Salary | Payroll Taxes<br>and Fringe<br>Benefits | Total<br>Amount | Hourly<br>Wage*** | Amount<br>Requested from<br>the City of<br>Madison |
| Executive Director              | 0.20                  |                       |                       |                       |                       | 0.20      | 150,000              | 35,000                                  | 185,000         | 0.00              | 15,000                                             |
| Director of Operations          | 0.25                  |                       |                       |                       |                       | 0.25      | 85,000               | 25,000                                  | 110,000         | 0.00              |                                                    |
| Program Manager - Internships   | 1.00                  |                       |                       |                       |                       | 1.00      | 58,000               | 20,000                                  | 78,000          | 0.00              | 50,000                                             |
| Program Manager - Immersive     | 0.50                  |                       |                       |                       |                       | 0.50      | 55,000               | 20,000                                  | 75,000          | 0.00              | 25,000                                             |
| Program Manager - Outreach      | 0.50                  |                       |                       |                       |                       | 0.50      | 55,000               | 20,000                                  | 75,000          | 0.00              | 25,000                                             |
| Program Assistant - Internships | 1.00                  |                       |                       |                       |                       | 1.00      | 40,000               | 12,000                                  | 52,000          | 0.00              | 15,000                                             |
| Development & Program Assistant | 0.25                  |                       |                       |                       |                       | 0.25      | 42,500               | 12,000                                  | 54,500          | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
|                                 |                       |                       |                       |                       |                       | 0.00      |                      |                                         | 0               | 0.00              | 0                                                  |
| <b>TOTAL:</b>                   | 3.70                  |                       |                       |                       |                       | 3.70      | 485,500              | 144,000                                 | 629,500         | 0.00              | 130,000                                            |

\*List each staff position separately. Indicate number of weeks to be employed if less than full year in parentheses after their title.

\*\*Full Time Equivalent (1.00, .75, .60, .25, etc.) 2,080 hours = 1.00 FTE

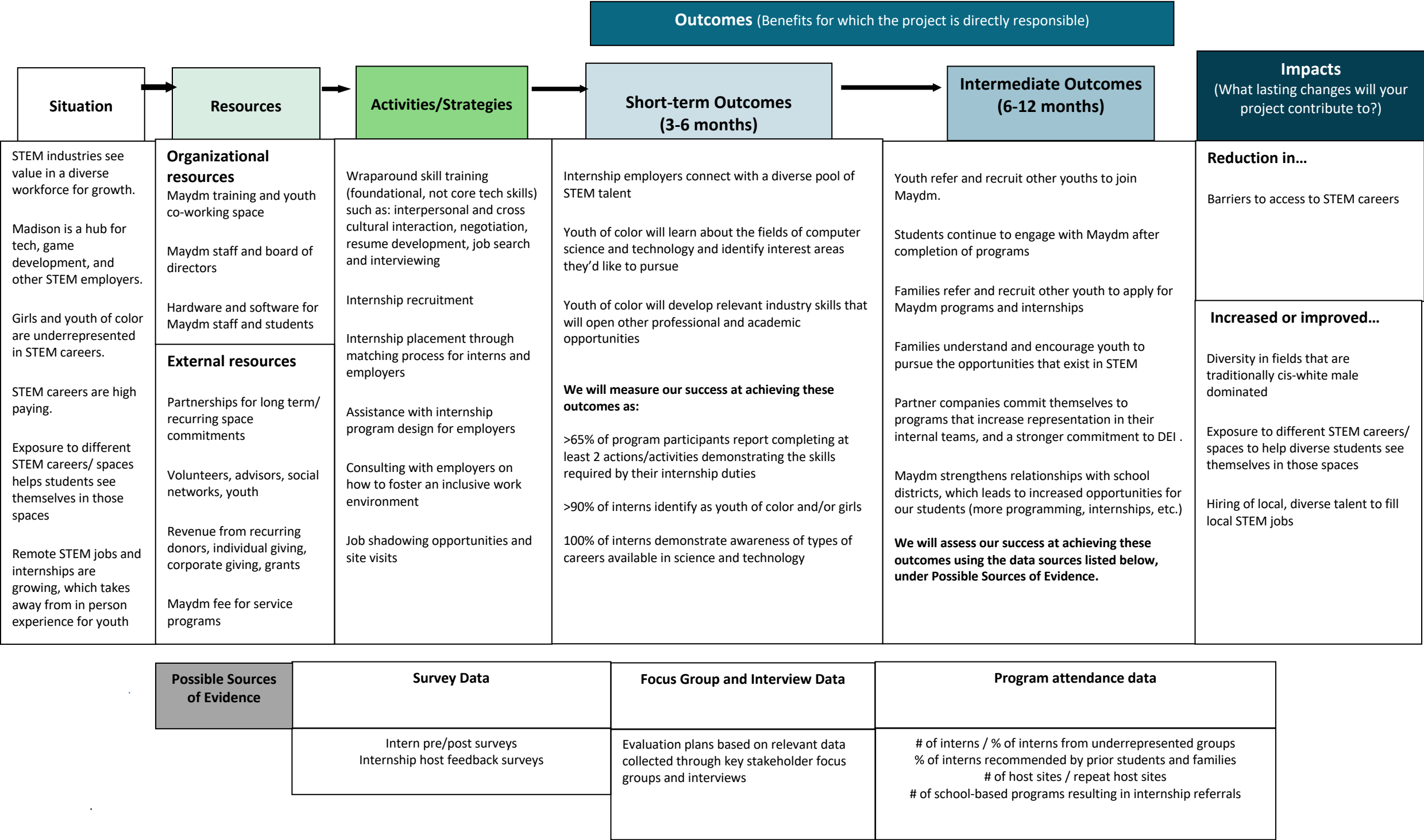
**YOUTH, YOUNG ADULT AND ADULT EMPLOYMENT BUDGET APPLICATION FORM**  
**AGENCY AND PROGRAM REVENUES**

Please name each program you are requesting funding for next to each funding request.

\*\*Only use whole numbers, if using formulas or amounts with cents, convert to whole number before submitting to CDD.

| Pgm Letter             | Program Name                   | Program Expenses | 2023 City Request |
|------------------------|--------------------------------|------------------|-------------------|
| A                      | High School Internship Program | PERSONNEL        | 130,000           |
|                        |                                | OTHER OPERATING  | 35,000            |
|                        |                                | SPACE            | 0                 |
|                        |                                | SPECIAL COSTS    | 35,000            |
|                        |                                | TOTAL            | 200,000           |
| B                      |                                | PERSONNEL        | 0                 |
|                        |                                | OTHER OPERATING  | 0                 |
|                        |                                | SPACE            | 0                 |
|                        |                                | SPECIAL COSTS    | 0                 |
|                        |                                | TOTAL            | 0                 |
| C                      |                                | PERSONNEL        | 0                 |
|                        |                                | OTHER OPERATING  | 0                 |
|                        |                                | SPACE            | 0                 |
|                        |                                | SPECIAL COSTS    | 0                 |
|                        |                                | TOTAL            | 0                 |
| D                      |                                | PERSONNEL        | 0                 |
|                        |                                | OTHER OPERATING  | 0                 |
|                        |                                | SPACE            | 0                 |
|                        |                                | SPECIAL COSTS    | 0                 |
|                        |                                | TOTAL            | 0                 |
| E                      |                                | PERSONNEL        | 0                 |
|                        |                                | OTHER OPERATING  | 0                 |
|                        |                                | SPACE            | 0                 |
|                        |                                | SPECIAL COSTS    | 0                 |
|                        |                                | TOTAL            | 0                 |
| TOTAL FOR ALL PROGRAMS |                                |                  | 200,000           |

# Appendix B: Maydm Logic Model



## MEMORANDUM OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING (this “**MOU**”), dated as of [REDACTED], 2022 (the “**Effective Date**”), sets forth certain understandings and agreements between MAYDM, INC., a Wisconsin nonstock corporation (“**Licenser**”), and [employee partner] related to [employee partner]’s participation in the 2022 Maydm Internship Program (the “**Maydm Internship Program**”), which has been organized to provide students from underrepresented groups professional experience in the STEM industry. Maydm and [employee partner] are sometimes referred to individually as a “**Party**”, and collectively as the “**Parties**”.

1. Maydm Internship Program. In accordance with the timeline set forth in Exhibit A, [employee partner] desires to leverage its unique brand and influence to create a meaningful internship opportunity for students from underrepresented groups, with the goal of providing these students the experience to succeed in the industry and also diversifying the STEM workforce and creating an equitable STEM sector. As part of the Maydm Internship Program, [employee partner] will interview and place students as interns to handle [employee partner] projects and assignments (the “**Services**”) for approximately 32 hours per week for [7] weeks (the “**Term**”).

2. Financial Commitment. In preparation for the rendering of Services and for the opportunity to work with [employee partner], Maydm will coordinate and conduct workshops attended by the students with the goal of improving their professional and personal skills (the “**Internship Workshop**”). As part of the Maydm Internship Program and in consideration of the rendering of Services by the students, [employee partner] agrees to pay the student \$15.00 per hour. As consideration for the Internship Workshop, [employee partner] agrees to provide Maydm a \$1,500.00 payment, per each student placed with [employee partner]. [employee partner] shall incur no other costs or expenses payable to the student or Maydm in connection with the rendering of Services by the student or the Internship Workshop.

3. Supervisor; Diversity, Equity and Inclusion Training. As part of the Maydm Internship Program, [employee partner] agrees to assign each student participant a supervisor who will be available to the student during the Term of the Maydm Internship Program (the “**Supervisor**”). [employee partner] agrees to use its best efforts to locate, select and assign each student a Supervisor who is a member of an underrepresented racial, ethnic or cultural group, for the purpose of imparting on each student the existence and value of diversity in STEM. Furthermore, [employee partner] agrees to use best efforts to locate and select a Supervisor(s) who will participate in Diversity, Equity and Inclusion training[, to be conducted by Maydm and its third party representatives before/during/after the Maydm Internship Program].

4. Intellectual Property. The Parties acknowledge and agree that each of them has independently developed valuable intellectual property, including but not limited to their respective trademarks, names, logos, symbols, and designs. Nothing herein grants any Party (or any member thereof) any right or license to use any other Party’s intellectual property without such Party’s prior written consent for each use, which consent may be granted in such Party’s sole discretion. Any intellectual property developed exclusively by the [employee partner] hereunder shall be the sole property of [employee partner].

5. Publicity. No Party will make any public statement regarding the Maydm Internship Program or any other Party without the prior consent of all Parties.

6. Fees and Expenses. Except as otherwise set forth in this MOU, each Party will pay its own fees and expenses, including, but not limited to, fees and expenses associated with each such Party's participation in the Maydm Internship Program.

7. Choice of Law and Forum. This MOU will be governed in all respects by, and construed in accordance with, the laws of the State of Wisconsin. The venue of any action hereunder will be in Dane County, Wisconsin.

8. Modification. No modification, expansion or amendment of this MOU will be of any force or effect unless in writing and signed by the Parties hereto.

9. Severability. All terms and covenants herein are severable. In the event any single term or covenant is found invalid by an agency or court of competent jurisdiction, this MOU will be interpreted as if such invalid terms or covenants were not contained herein.

10. Final Expression. This MOU is intended by the Parties as a final expression of their agreement and as a complete and exclusive statement of its terms. This MOU supersedes all prior proposals, negotiations, conversations, discussions and agreements among the Parties concerning the subject matter hereof.

11. Term. This Agreement shall commence as of the Effective Date and shall terminate on [ ], 2022; provided, however, that the Parties hereto may agree to extend this Agreement with unanimous approval of the Parties.

12. Representations and Warranties. Each of the Parties hereto represents and warrants that it is an independent party formally and currently licensed to do business in its state of incorporation or organization and that there are no legal obligations or liabilities that would or will prevent it from entering into this Agreement.

1. [Signature page follows.]

IN WITNESS WHEREOF, the Parties hereto have executed this MOU on and as of the Effective Date.

**MAYDM:**

**MAYDM, INC., a Wisconsin nonstock corporation**

By: \_\_\_\_\_  
Print Name: Rebecca Hildebrandt  
Title: Director of Operations

**LICENSEE:**

**[Employee Partner]**

By: \_\_\_\_\_  
Print Name:  
Title: