

OUR CITY OF MADISON



Community Development Division

Youth and Adult Employment Overview

Youth Employment Services (Ages 14-21)

- Employability Skills, paid work experience, Career Awareness, Financial empowerment education
- Internships, entrepreneurial programming, college & career exploration activities
- Specific supported work experience that helps student advance towards post secondary education or career

Emerging Young Adult Employment (Ages 18-26)

- Reconnection & Outreach services, education attainment, employment training, paid work experience, career awareness, financial empowerment education
- Support services, legal clinics, basic needs assessment & referrals, drivers license, immigration, and English as a second language (ESL)
- Work placement with support and guidance
- Career planning /advising/ near-peer success navigators or coaching
- Work force development, programming that leads to recognized certificate/qualification /industry recognized credentialing.

Adult Employment Services

- Adult education advancement; GED attainment, Basic Education and English language courses and work readiness preparation. Job search and support services.
- Supported work placement and local access to work readiness; supporting residents in need of training, subsidized employment, referrals and partnerships that provide training that help adults secure employment and improve income.
- Work force development, programming that leads to recognized certificate/qualification /industry recognized credentialing.

Youth and Adult Employment Stakeholder Input

Community Partners

- Youth Employment Network
- Adult Employment and Training Network
- Workforce Development of South Central Wisconsin
- Madison Metropolitan School District
- Madison College
- Dane County Job Center
- City of Madison Contracted Service Providers
- Public Health Madison and Dane County
- United Way of Dane County

Why Youth and Adult Employment?

- **Nationally – 95% of jobs created since last recession need some level of post secondary education**
- **Undocumented residents face multiple barriers due to federal immigration laws for education & employment**
- **Drop in college enrollment during the pandemic, and the freshman enrollment rate last fall was 9.2% lower than prior to the pandemic in the fall of 2019.**
- **1 in 7 Adults in Dane County need assistance in basic literacy or learning English as a foreign language.**
- **Basic needs (Housing insecurity, food insecurity, lack of childcare, transportation, access to basic healthcare) for family members are issues that affect a residents ability to participate in employment programming**
- **Unemployment in Dane County currently sits around 2.3% post Covid-19 Pandemic, not all residents are able to look for alternative employment or participate in training programs due to immediate or basic needs.**

Why Youth and Adult Employment?

- **Race:** While 26% of white workers earn less than \$15, 46 % of Hispanic/Latinx workers do, and 47 % of Black workers do.
- **Race and gender:** Women of color (includes women who do not self identify as white) are disproportionately represented in the low-wage workforce. While 25 % of men earn less than \$15, and 40 % of women do, HALF of working women of color earn less than \$15.
- **Parents:** Millions of low-wage workers are parents, struggling to raise children on low wages. Among working single parents, 57 % (11.2 million people) earn less than \$15.
- **Educational Gaps and schools with more minority students are more likely to have inexperienced, less trained and even uncertified teachers.**
 - Fewer of these students are enrolled in STEM classes that can lead to higher-paying jobs.
 - Black students are less likely to graduate college.
According to *National Urban League annual report on the State of Black America* released April 2022.
- **Dane County employment is changing with careers needing math, computers and technology seeing a 106% growth in last 15 years followed by Health care and healthcare supportive careers - 76% growth**

What are our Community Partners saying?

What is needed for better youth/adult success and outcomes?

- Direct linkage to basic needs and wraparound services for program participants
- Paid training and employment programs in sectors that pay beyond a living wage
- Long-term support – mentoring and advising support

What is needed for organizations to serve youth/adults successfully?

- Support for organizational capacity building
- More funding
- Continued supportive/collaborative networks
- Continued long-term investments by the City

What are our Community Partners saying?

Should funds be allocated per priority area?

- Funding should be prioritized for 18-26
- More funding is needed to support each priority area/population

In what ways could the RFP process be streamlined?

- Continued guidance from CDD staff re: process, timeline, etc.
- Continued opportunities for learning/engagement – workshops, information sessions, etc.
- Include specific benchmarks that have to be met within the application (budget accuracy, responses to questions, etc.)

City of Madison

Youth and Adult Employment Investment

Youth Employment

\$890,508 - per year in youth (14- 21) employment programming

- This funding currently funds 10 agencies to run 17 summer or year round programs
- 95,000 - Wanda Fullmore internship program

\$465,000 - American Rescue Plan Act (ARPA) **one-time** funds expanded investment in 2022

- 6 additional agencies (7 programs)

Adult Employment

\$1,046,080 - per year in adult employment programming

- This funding currently funds 10 agencies to run 15 programs
- Includes funding for Southwest Madison Training Center - \$ 279,000

Youth and Adult Employment RFP Timeline

Date	RFP Activity
May 24, 2022	Introduce Resolution and Policy Paper to Common Council
May 25, 2022	CSC review and approval – Resolution and Policy Paper
June 6, 2022	Finance Committee
June 7, 2022	Common Council – Final Approval
July 5, 2022	Release of RFP – Intent to Apply form due by 7/12/22
July 2022	Application Workshops
August 18, 2022	DEADLINE FOR SUBMISSIONS
September 2, 2022	Email applications and staff recommendations to CSC committee/Applicant Presentations
September 21, 2022	CSC meets and finalizes recommendations
October 2022	Intro by Title to Common Council/Finance Committee Action/Common Council Final Action
October 26, 2022	Notification of Awards
January 1, 2023	Anticipated Contract Start Date