

# Workforce Development and Youth Mentoring Proposals

*May 1, 2023*



- The American Rescue Plan Act (ARPA) allocated over \$40M to the City of Fayetteville
- City Council allocated \$5M (originally) to three efforts aimed at economic development:
  - \$3M Small business assistance grants  
(allocated and final spending underway)
  - \$1M Childcare Recruitment and Retention Program  
(allocated and final spending underway)
  - \$1M Workforce Development Initiatives  
(proposed tonight)



# Youth Mentoring Funds

- At the suggestion of Mayor Colvin, City Council allocated \$200,000 for youth mentoring initiatives in the Fiscal Year 2023 Budget
- In November of 2022, the Economic and Community Development Department brought an update to Council and executed two contracts for youth mentoring programs:
  - The Tulsa Initiative - \$100,000 (over two years)
  - Communicare High School Mentoring - \$50,000 (over two years)
- The remaining \$50,000 is currently unspent and the end of the Fiscal Year is fast approaching

- During the months of November, December, and January the Economic and Community Development Department posted a NOFA advertising for nonprofits to submit ideas for grants
- Requested funds exceeded the allowed amount of Community Development Block Grant Funds
- By funding these agencies with ARPA funds and the money in the current budget we are able to fund all agencies that applied
- We can stretch our CDBG dollars further and make an impact in the job skills of our youth and people disproportionately impacted by the pandemic



# Recommended Allocations

Agency or Program	Brief Description	Funding Recommended
<b>Momma's Village</b>	Doula and lactation consultant training	\$ 150,000 (ARPA)
<b>FTCC Job Skills</b>	\$500 grant for trade school expenses	120,000 (ARPA)
<b>Service Source</b>	Removing barriers for Veteran employment	75,000 (ARPA)
<b>CREST</b>	Job skills training for special needs	75,000 (ARPA)
<b>High School Coding</b>	Classes on programming at high school level	100,000 (ARPA)
<b>Housing Authority</b>	Construction skills training for FMHA residents	300,000 (ARPA)
<b>Youth Job Shadowing</b>	Workforce Development program for high school kids	90,000 (ARPA)
<b>General Contractor Prep</b>	Test preparation for General Contractor license	90,000 (ARPA)
	<b>Total ARPA Funds</b>	<b>\$1,000,000</b>
<b>ROOTS Mentoring</b>	Mentoring for "at promise" youth	\$ 25,000 (General Fund)
<b>Two-Six Project</b>	Introducing children to broader opportunities	25,000 (General Fund)
	<b>Total Youth Mentoring Funds</b>	<b>\$ 50,000</b>

- Doula and Lactation Consultants reduce Black maternal & infant mortality through health professionals, peer support and community structures
- Increase local workforce by training a total of twenty-two (22) new small business owners with earning potential above the median income:
  - Six clinical lactation providers,
  - Eight lactation counselors, and
  - Eight community-based doulas.
- Funding will increase capacity of existing program for two years by adding a project assistant to help schedule and coordinate training cohorts

- Technical and trades jobs are an important facet of our local economy and workers can increase earnings in much less time than a four year degree
- Assist up to 80 students in a variety of programs with up to \$500 grants for trade school expenses per year for three years
- Trainings include:
  - Human Resource Development Program (one-on-one consultation)
  - Career Readiness Certificate and Work Keys Assessment
  - Personal Health Assistant (CNA) and Emergency and Medical Services (EMT)
  - Cosmetic Arts (Barber, Cosmetology, etc.)
  - Helping Offenders Prepare for Employment Program (HOPE)
  - Building/Construction/Industrial Trades



- National initiative that connects to resources and support for veterans with disabilities as they seek stability, employment, and self-sufficiency
- Provides employment assistance and job placement to more than 400 veterans and transitioning service members with disabilities every year
- Funds assist with up to three years of:
  - Resource navigation,
  - Employment readiness,
  - Job development and placement,
  - Job skill training, and
  - Removal of employment barriers





- Persons with intellectual/development disabilities sometimes require additional training, guidance, and development to attain competitive employment opportunities
- The project will afford opportunities to 25 eligible citizens per year for up to 3 years
- Promotes inclusion and the value of our special needs population where participants:
  - Learn employment skills and job coaching or shadowing
  - Assisted with job exploration, job matching, pre-employment activities

# High School Coding

- By providing students with access to quality programming education, we can help bridge the digital divide and prepare the next generation for a successful future in a technology-driven world
- Up to 150 kids over two years at five schools: (Reid Ross, 71<sup>st</sup>, EE Smith, Douglas Byrd, Massey Hill)
- Program funds classroom settings where students will:
  - Learn the basics of programming,
  - Learn graphical user interfaces,
  - Work on real-world projects, and
  - Create a tangible outcome that they can be proud of



- Opportunities for job skills training are limited for Housing Authority Residents, particularly single parents with limited educational opportunities
- Up to 30 students will go through a two-year program to develop skills and attain employment
- Provides training on:
  - Carpentry,
  - Heating Ventilation and Air Conditioning (HVAC),
  - Plumbing,
  - Basic Electrical,
  - Appliance Repair,
  - Painting,
  - Employability Skills, and
  - Computer Applications



# Youth Job Shadowing

- Current program with the Workforce Development Board through Mid Carolina is limited due to funding
- Details of program will be developed if moved forward (# of students, length of program)
- Program will allow for exploration and assessments that lead to counseling and planning of future careers, including job shadowing opportunities
- Participants will have the opportunity to receive guidance on:
  - Interview Preparation
  - Job Search and Placement Assistance
  - Resume and Cover Letter Development



# General Contractor Prep

- The City's Disparity study showed an underutilization of minority general contractors. This program would partner with FTCC and the FSU Innovation HUB to prepare individuals for their contractor license.
- The program would be structured to offer a variety of services to prepare contractors for the licensing tests. The length of courses, number of students, and frequency of classes will be developed with a Request for Proposals.
- The course would focus on:
  - Credit counseling
  - Test prep and materials
  - Steps to licensing
  - Application assistance





- Improving outcomes of “at promise” youth by providing resources and mentorship
- Provide training to mentors and investing in up to 30 kids through their program
- Activities through the program consist of:
  - Financial literacy
  - Character Education
  - Mental Health education
  - Problem solving strategies
  - Communication skills



# Two-Six Project

- Leadership and character development of marginalized high school students
- The program will engage with no more than fifty 11th & 12th grade students who are active in sports and/or extracurricular activities within certain schools
- Sessions are led in person by expert professionals within the Two-Six Project network in a day-long immersive experience
- Program funds speakers in classroom settings where students will learn:
  - Team Building & Mental Health
  - Technology & Entrepreneurship
  - Marketing & Branding
  - Community & Social Impact
  - Diversity & Social Justice
  - Arts, Media, & Entertainment



# Recommendation

- The City's Economic and Community Development Department (ECD) recommends that City Council provide consensus to move forward with the recommended funding allocations for workforce development and youth mentoring.



# Thank You



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