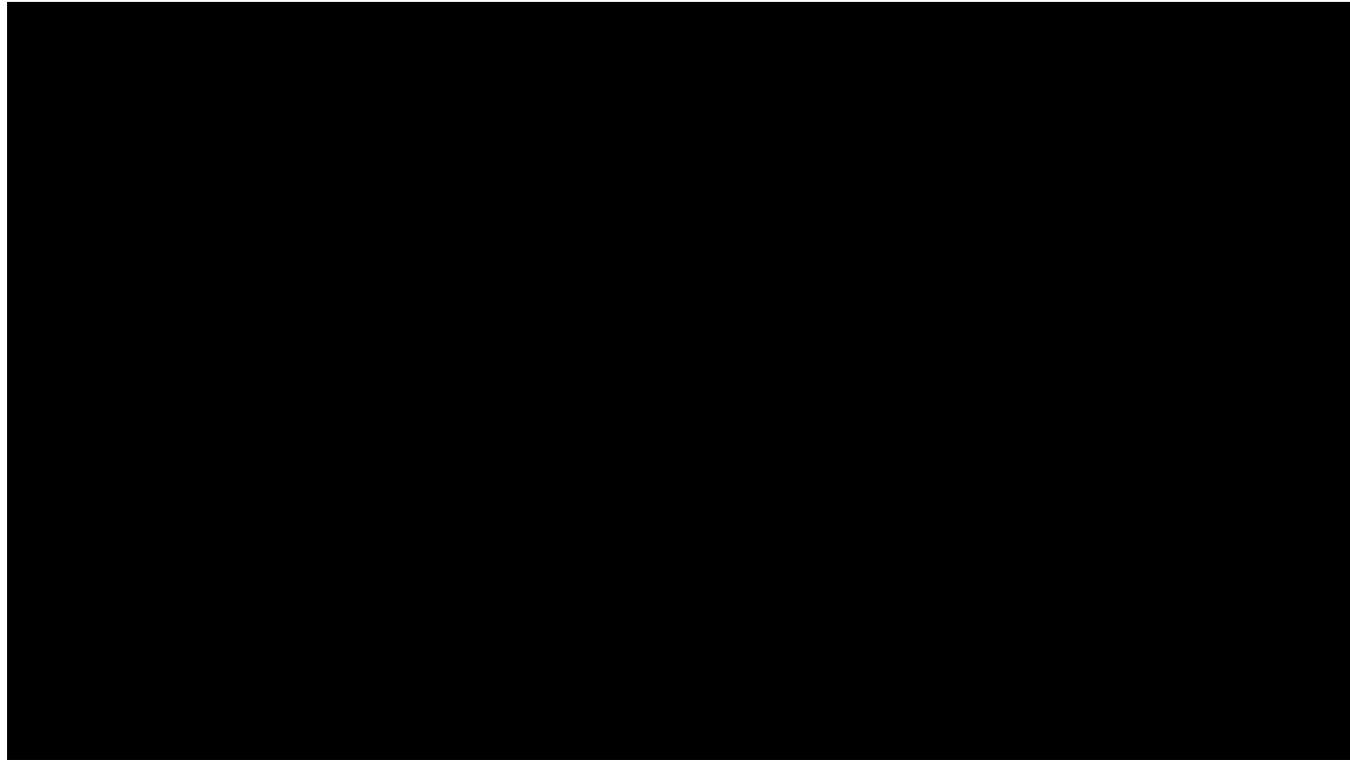


Innovative Career Opportunities Now (ICON) Update

Council Work Session

October 1, 2018

Video



Background

- Cumberland County Schools approached two Councilmembers about sponsoring a Youth Internship program in May 2016
- Partnership began between City of Fayetteville, PWC and Cumberland County Schools in June 2016
- City Council approved \$25,000 in 2016 to fund initial 4 week Summer Program
- Program was initially referred to as STEM and now ICON, Innovative Career Opportunities Now
- Program has operated for three years and has grown from 14 students in 2016, 23 students in 2017 and 38 students in 2018

Background Cont.

- Partners include the City of Fayetteville, PWC, Cumberland County Schools, Cumberland County, NC Works and the Fayetteville Chamber

Successes

- Program has almost tripled in size since inception in 2016
- Program has increased from four to six weeks
- WIOA funding is now available to be used for placements of federally defined disadvantaged individuals
- Program expanded to include more than high school students
- City budgeted \$51,000 for FY19 which includes \$25,000 in CDBG funds
- Closing event highlighted variety of experiences and appreciation by both employers and youth.

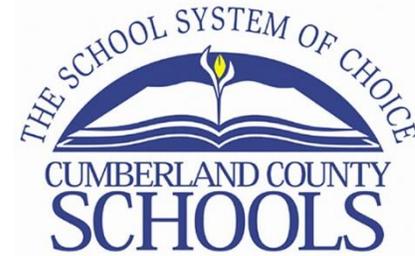
Challenges

- Limited private sector support
- Limited General Fund dollars to support program growth
- Limited workforce preparation training
- Student interest much greater than existing job opportunities

Next Steps

- Early recruitment of private sector employment opportunities
- Creation of incentives/assistance for private employers to engage
- Restructure interview process or job fair for better screening
- Additional marketing efforts to reach multiple media opportunities
- Define structure of preparation classes for students to include:
 - Resume and application training
 - Interview skills
 - Professional appearance and behavior expectations
 - Office skills where appropriate – photocopiers, telephone etiquette, customer service basics, Microsoft office skills

Partners



Questions