

A. Organization & Contact Information

Completed by kpettigrew@wsurban.org on 11/20/2019 10:25 AM

Case Id: 10757

Name: Summer Youth Employment Program 2020 -

Address: *No Address Assigned

A. Organization & Contact Information

The Request for Proposals and additional materials to assist with completing the application can be found on the City's webpage for [Community Agencies](#)

A.1. Organization Name

Winston-Salem Urban League

A.2. Project/Program

Summer Youth Employment Program

A.3. FY 2020-21 Funding Request Amount

\$190,000.00

A.4. Agency's Total Operating Budget

\$1,631,230.00

A.5. Mailing Address

201 West Fifth Street Winston-Salem, NC 27101

A.6. Project/Program Location Address

201 West Fifth Street Winston-Salem, NC 27101

A.7. Organization Website

Winston-Salem Urban League

A.8. Year 501(c)(3) status obtained

1977

A.9. Organization Fiscal Year

Jul 1-jun 30

A.10. Federal Tax ID Number

560532301

A.11. Federal DUNS Number

176817955

EXECUTIVE DIRECTOR/MANAGER

A.12. Name, Title

James Perry, CEO

A.13. Email

jperry@wsurban.org

A.14. Phone

(336) 717-1228

CONTACT

A.15. Name, Title

Kenneth Pettigrew, COO

A.16. Email

kpettigrew@wsurban.org

A.17. Phone

(336) 717-1228

BOARD CHAIR

A.18. Name

Marquis Barnett

A.19. Term Expiration

06/30/2022

A.20. Email

barnett.mh@gmail.com

A.21. Phone

(336) 239-9799

B. Project Overview

Completed by kpettigrew@wsurban.org on 11/22/2019 2:22 PM

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B. Project Overview

Please provide the following information

APPROACH (7 POINTS)

B.1. Provide a concise description of the proposed project/program, indicating specifically how City funds will be used. Briefly, what are the goals/objectives of the project/program?

The Winston-Salem Urban League commits to provide career, employment, and training services for low- to moderate-income teens and young adults deemed at risk. The Winston-Salem Urban League will provide participants, ages 15-19 with customized summer internship experiences through the use of subsidized career placements throughout Winston-Salem. Participants will have the opportunity to engage in work and/or work-related project activities, learn fundamental job readiness skills, and world-of-work awareness through meaningful placement experiences. There is potential to place 150 interns with local employers throughout the summer while providing interns mentorship and training in their academic and career choices. This program is an operating project not a capital project. The total cost to the City will be \$170,000 per year, \$340,000 over two years. The City funding will provide \$135,000 per year over 2 years to fund up to 150 summer internships per year (\$270,000 total). Interns will spend 20 hours per week at their placements, however, hours may vary. The City funding will provide \$35,000 per year over 2 years to cover marketing, materials, supplies, staff and administrative costs (\$70,000 total). There are two core differences relative to previous iterations of the program is that the program period would cover the entire fiscal year, rather than simply the July, August and September. This funding approach allows the Winston-Salem Urban League to better manage marketing, applications and training necessary for the upcoming program year. This is not a capital project. Second, the program name will change to Youth Work Urban, Summer Youth Employment Program.

B.2. How will a participant access the proposed project/program, use the services, and derive a beneficial outcome from participation?

Participant applications will be made available online through the Winston-Salem Urban League's program staff, the Urban League's website, partnerships with faith-based institutions, community partnerships, and through the administration and guidance departments of all high schools in the Winston-Salem/Forsyth County Schools. Through the application process, applicants will be prompted to indicate their fields of interest and career goals to facilitate the appropriate training placement. Before program enrollment, all qualifications will be verified and benefits will be determined based on the City of Winston-Salem's income guidelines.

B.3. How many participants on average will be served at any one time? What is the maximum number that can be served at any one time? What is the unduplicated total number of participants to be served during the program year?

The funding requested would make it possible for the program to serve up to 150 interns, unduplicated, to participate in the program.

NEED (7 POINTS)

B.4. Describe the population(s) to be served. Describe the key demographic and economic characteristics of the clients to be served.

The program will serve youth ages 15-19. In past years, more than 95% of applicants were African American or

Latino/Hispanic. 100% of program participants are of low income. Participant families are frequently headed by single-parent heads of household.

B.5. Describe the unmet need that the proposed project/program seeks to address. Why does the population described above need the proposed assistance? Include data supporting the need.

Many of the participants enrolled in this program do not have equitable access to skills development, internships, and networking opportunities as their more advantaged peers. Data shows the high unemployment rate among low-income youth between 15 and 19 and a frequent lack of job-ready skills, with related achievement and graduation gaps. WSUL's own State of Black Winston-Salem report showed that seven out of 10 black and Hispanic/Latino high school students failed basic reading and math performance exams. Additional training such as the programming provided in the SYEP can assist students in bridging the achievement gap. The activities as part of SYEP also address the issues of learning loss during the summer months, as interns will be exposed to real-life scenarios and opportunities that require engagement with precepts taught in the academic year.

COLLABORATION (6 POINTS)

B.6. Describe any specific collaborative relationships with other organizations (public or private) and how they will impact the project/program. How will collaboration contribute to the planning, implementation, operation, oversight, and performance measurement of the proposed project/program?

The Winston-Salem Urban League has developed partnerships with both the public and private sectors including the WS/FC Schools, the Winston-Salem Chamber of Commerce, the Downtown Winston-Salem Partnership, Winston-Salem State University (WSSU) and WSSU Society of Human Resource Managers (SHRM) Chapter, Wake Forest University, High Point University, Forsyth Technical Community College, NC Institute of Minority Economic Development, NC Workforce Development, and North Carolina Department of Commerce Division of Workforce Solutions. Additionally, WSUL has organized the Urban League Business Consortium, which is a network of approximately 80 corporate and nonprofit executives who represent the major employers in the area. These professionals provide technical assistance and resources to assist the Urban League in designing employment and training programs from the perspective of employers and conducting training seminars for program participants. In order to effectively address all the social and emotional needs that impact intern performance, we have strategic partnerships with Forsyth County to provide a mental health seminar targeted to the demographic served by the program. Other collaborative opportunities include interaction with the Winston-Salem Police Department, life-skills simulations, and motivational presentations by invited guests.

C. Strategy and Performance

Completed by kpettigrew@wsurban.org on 11/22/2019 2:27 PM

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C. Strategy and Performance

Please provide the following information

STRATEGY (5 POINTS)

C.1. The City of Winston-Salem adopted the [2017-2021 Strategic Plan \(2019 Update\)](#) as a guiding document to establish community priorities based on the vision, mission, and values set forward by the Mayor and City Council.

Indicate which of the City's strategic focus areas your program aligns with best (select one):

Economic Vitality and Diversity

C.2. Select the service area(s) that your project/program relates to:

- Housing/Homelessness
- Economic Development
- Construction Rehabilitation
- Poverty Reduction
- Arts and Culture
- Youth
- Public Safety
- Transportation
- Other

PERFORMANCE (15 POINTS)

C.3. Explain the plan for monitoring and evaluating the project/program. Also include the steps that will be taken if original goals provided in C.5. are not achieved.

The SYEP staff members will be in regular contact with internship host sites and program participants. Staff will require evaluations from both host sites and teen participants to determine the fit of the intern(s), the intern's growth and ongoing contributions to the host site, and the host site's overall satisfaction with the program. Participants will have weekly opportunities to check in with the staff concerning their host site placement. Staff will schedule host site visits, and will conduct some unplanned visits when deemed necessary.

If the original goals are not achieved, the Urban League will be prompt and fair in rectifying the issue. For example, if we are reaching the deadline for the start of the program and we have not met our enrollment goal, extra attempts will be made to seek out individuals who would be a good fit for the program. With a commitment to adaptive learning, if in the middle of the program we feel that a number of our interns lack a certain skill, we will devote a special training session to addressing that skill. If near the end of the program we find that our number of successful interns is under our set goal, it will not be for lack of involvement by program staff. In the past, we have been

effective at quickly identifying problem interns, organizations, or matches and remedying them to the guidelines and standards laid out by the program and our organization. Our primary goal is to ready our interns for futures in their desired field, and with that in mind, we do all we can to help them succeed. However, if it does not work out with a particular intern or sponsor, we will determine what went wrong and include that in our report at the end of the program, to avoid the same happening in the next year.

C.4. Describe the system to be used to track participant and program data. List any key reports and their frequency that will be used to capture project/program performance.

The program application is hosted by a cloud-based service that efficiently gathers participant information, track what application materials are missing, and allows for additional tracking of training attendance, program evaluations, and any incident reports filed by host sites, students, or members of the Summer Youth Employment Program staff. For additional auditing purposes and record-keeping, a folder will be kept for each intern, containing all physical correspondences with the individual and his/her family in regards to the program. All electronic correspondences will be maintained and added to the files at the conclusion of the program, having been properly labeled for reference.

C.5. Use the chart below to show how your agency measures program effectiveness. List goals, activities, and performance measures you will use to evaluate services, facilities, and programs that will be funded by the City. Performance measures can be quantitative and/or narrative.

- Include at least three goals and performance measures.

- One of the performance measures must include the unduplicated number of participants served.

Stated Program Goals	Program Activities in Support of Goals	FY 18-19 Previous Year Results	FY 19-20 Current Year Projected Results	FY 20-21 Next Year Anticipated Results
98% of interns will have a meaningful work experience.	WSUL staff will place each intern with a host site that best aligns with their career goals and aspirations.	96% of interns had a meaningful work experience.	100% of interns will have a meaningful work experience.	100% of interns will have a meaningful work experience.
100% of interns will develop resumes and appropriate interviewing skills.	WSUL staff will provide skills training and assist teens in developing resumes.	98% of interns developed resumes and appropriate interviewing skills.	100% of interns will develop resumes and appropriate interviewing skills.	100% of interns will develop resumes and appropriate interviewing skills.
100% of teens will refrain from interacting with the criminal justice system.	WSUL staff and consultants will provide training and support to deter and prevent teens from engaging in criminal behavior.	100% of teens refrained from interacting with the criminal justice system.	100% of teens will refrain from interacting with the criminal justice system.	100% of teens will refrain from interacting with the criminal justice system.
100% of teens will matriculate through high school to enter the work force.	WSUL staff and consultants will provide training and support to assist teens and support them in making	98% of teens were on path to matriculate through high school to enter the work force.	100% of teens will matriculate through high school to enter the work force.	100% of teens will matriculate through high school to enter the work force.

	appropriate education and career choices.			
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C.6. FY 18-19 Program Accomplishments

As in the previous program year, the application process was 100% digitized and provided for a smoother enrollment and intern management process. This year, 100% of participants returned to school, entered college or the workforce; 100% of participants managed to avoid negative interactions with law enforcement; 98% of participants developed resumes.

C.7. FY 20-21 Key Objectives

The previous program year presented a number of challenges with increasing program enrollment. We will begin recruitment earlier and will make plans to host application days at the Winston-Salem Urban League offices or at Media Centers in the local high schools. We believe this effort will increase the number of completed applications, ultimately increasing the number of eligible participants.

J. Rapid Rehousing and HMIS Only

Completed by kpettigrew@wsurban.org on 11/22/2019 4:44 PM

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J. Rapid Rehousing and HMIS Only

** Complete this section only if you are requesting funds for a Rapid Rehousing project.**

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

Rapid Rehousing Financial Assistance

Activity	Total Budget (\$)
Rent Assistance	\$0.00
Rental Application Fees	\$0.00
Security Deposits	\$0.00
Last Month's Rent	\$0.00
Utility Deposits	\$0.00
Utility Payments	\$0.00
Moving Cost Assistance	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

Rapid Rehousing Services

Activity	Total Budget (\$)
Case Management	\$0.00
Housing Search and Placement	\$0.00
Mediation	\$0.00
Legal Services	\$0.00
Credit Repair	\$0.00
Counseling	\$0.00
Information and Referral	\$0.00
Monitoring/Evaluation of Progress	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

HMIS/Data Collection Budget

HMIS Activity	City ESG Request	State ESG Request
Staff Costs	\$0.00	\$0.00
Equipment	\$0.00	\$0.00
User Fees	\$0.00	\$0.00
	\$0.00	\$0.00

Submit

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Submit

I certify that the applicant meets the conditions specified in the application instructions and will be able to carry out the proposed services in concert with these conditions. I also certify that the organization is a certified IRS 501(c)(3) non-profit organization.

Kenneth Pettigrew

Electronically signed by kpettigrew@wsurban.org on 11/22/2019 4:45 PM