



CITY OF OAKLAND

MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Fred Blackwell

SUBJECT: Clarification of WIB Youth
Council Item

DATE: October 18, 2013

City Administrator

Date

Approval

/s/ **Deanna J. Santana**

10/18/13

INFORMATION

This information memorandum is to clarify the intent of City staff and members of a Workforce Investment Board (WIB) Youth Council Work Group regarding a recommendation to the full Youth Council on ways to improve and sustain summer employment opportunities for Oakland youth. The need for clarification is based on misinterpretations about the Work Group's recommendation, which were expressed at the October 9, 2013 Youth Council meeting and published in the Oakland Post's October 9 – 13 edition.

The Work Group's recommendation was to hire one person, year-round, to support key elements of a sustainable summer employment program. To clarify, **it was not stated in the Work Group's recommendation, nor presented to the Youth Council, that this staff position would cost \$200,000.** The Work Group memorandum presented the option that this position could be with an employer of record outside of the City. City staff did not say the position would be with the City, or that the Mayor or the City Administrator wanted the \$200,000 for City use. Statements to this point were distorted at the Youth Council meeting by some members of the Youth Council and the public. Attempts to clarify the intent of the recommendation by the Youth Council Chairperson and City staff were ignored. Published statements mislead the public, which is in fact what occurred and is causing confusion in this case.

Background

The Oakland WIB FY 2013-2014 budget, approved by both the WIB and the City Council, included a line item of \$200,000 for the Mayor's Summer Jobs Program. The Youth Council discussed uses for these funds during its May 29, 2013 meeting. The result of that discussion was the formation of a Work Group to come back to the Youth Council with recommended uses. In the Youth Council packet, staff stated the following:

Staff is recommending an allocation of \$200,000 for Summer Employment activities, with the intent of having a year-round presence to nurture employer and funder commitment, and to enhance program continuity and quality control.

The WIB-approved budget transmittal memorandum had a similar statement on the first page. This recommendation for year-round support for the summer jobs program reflects national best practices for effective job and resource development.

The Youth Council Work Group devoted volunteer time in developing a recommendation to hire one person, year-round, to support key elements of a sustainable summer employment program to accomplish the following tasks:

- Create and implement an OWIB Youth Council Community Outreach and Marketing Plan;
- Design and implement Youth Development Strategy stakeholder conferences, meetings, and or symposiums to ensure all stakeholders clearly understand stated goals to improve education, job training, and employment opportunities for Oakland youth;
- Design and implement funding strategy in partnership with the Mayor's Office, OWIB, Employer Sectors, and city-wide agencies/departments;
- Design and implement employer sector strategy plan in-line with the OWIB Five-Year Strategic Plan and Sector Strategy;
- Partner with existing WIA Youth Service Providers, any other City of Oakland funded Youth Service Providers, OWIB Youth Staff and the OUSD Linked Learning Career Academy to develop and implement a comprehensive year-round youth employment strategy;
- Establish Memorandum of Understanding with each key stakeholder that supports financial contributions and other leveraged resources; employer job placement sites; and additional resources needed to connect youth to education/training/job placement opportunities;
- Develop and establish Job Readiness Training Skills criteria standards for each employer based sector in partnership with the WIB employer strategy committee and youth providers;
- Develop a transparent and centralized youth application process that allows for universal access to education, job training, and employment opportunities;
- Create and maintain a centralized database to monitor, assess, and analyze program goals and outcomes; and,
- Utilize the Logic Model Program Evaluation to: Assess program progress; identify challenges and proposed solutions; capture program highlights; and demonstrate performance outcomes.

Staff continues to strongly endorse year-round support for the Mayor's Summer Jobs Program and will work with the Mayor's Office, the WIB and other stakeholder to develop and implement the best ways possible to expand and improve the program for the benefit of Oakland's youth.

To: Mayor's Office

From: OWIB – Youth Council

Date: TBD

Subject: Youth Employment Coordinator Proposal for Year-Round FTE

Recommendation:

The Youth Council Work Group proposes the creation of a Youth Employment Coordinator (YEC) position in order to improve coordinated efforts among all workforce development stakeholders and community partners. The primary responsibility of the YEC will be to design and implement effective youth development strategies in line with the OWIB State Plan. In partnership with the key community partners, the YEC will conduct a year-round youth campaign to develop and leverage both WIA and other available funds and services to ensure that all ten program elements/services (WIA, Sec. 129) are accessible to eligible youth. The YEC will develop and design youth strategies to increase private/public employer sector participation; build relationships with service providers; improve Job Readiness Training standards; develop an OWIB Youth Council community outreach and marketing plan, and institute quality assurance and measurement of outcomes of youth services. The YEC will be proposed to work under the direction of the City's Workforce Development Unit, but may be an employee of record with an entity other than the City of Oakland.

Summary

Oakland's summer and year-round youth employment efforts, is a widespread tapestry of service providers formed loosely around the core of the City-driven program. Youth employment programs are undergirded by a combination of donors, federal, State, and Local public funders and private sector participation to a limited degree. The service providers, while doing an excellent job, lack a consistent standard service delivery and quality assurance structure aligned with OWIB – Youth Council strategies.

Youth Employment Coordinator Program Design

The YEC will initiate and formalize partnerships with various key community stakeholders as outlined in the MSJP Program Logic Model (figure 1.) Through a series of activities defined as outputs, the Youth Employment Coordinator will work to develop and implement program strategies specific to each stakeholder, which will result in Memorandum of Understanding (outcomes.) The "final impact" or measureable achieved goals will be captured by the number of increased youth opportunities related to education, job training, and job placement opportunities for Oakland youth. A summary of activities are as follows:

Program Activities

- Create and implement an OWIB Youth Council Community Outreach and Marketing Plan
- Design and implement Youth Development Strategy stakeholder conferences, meetings, and or symposiums to ensure all stakeholders clearly understand stated goals to improve education, job training, and employment opportunities for Oakland youth.
- Design and implement funding strategy in partnership with the Mayor's Office, OWIB, Employer Sectors, and city-wide agencies/departments.

- Design and implement employer sector strategy plan in-line with the OWIB Five-Year Strategic Plan and Sector Strategy.
- Partner with existing WIA Youth Service Providers, any other City of Oakland funded Youth Service Providers, OWIB Youth Staff and the OUSD Linked Learning Career Academy to develop and implement a comprehensive year-round youth employment strategy.
- Establish Memorandum of Understanding with each key stakeholder that supports financial contributions and other leveraged resources; employer job placement sites; and additional resources needed to connect youth to education/training/job placement opportunities.
- Develop and establish Job Readiness Training Skills criteria standards for each employer based sector in partnership with the WIB employer strategy committee and youth providers.
- Develop a transparent and centralized youth application process that allows for universal access to education, job training, and employment opportunities.
- Create and maintain a centralized database to monitor, assess, and analyze program goals and outcomes.
- Utilize the Logic Model Program Evaluation to: Assess program progress; identify challenges and proposed solutions; capture program highlights; and demonstrate performance outcomes.

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