



**Program Update
4/15/2024**

HBW Partnership meeting will take place on 4/15/24 to discuss the following:

- Updates from the Wichita Regional Chamber and Greater Wichita Partnership
- SkillBridge Lunch & Learn
- HBW Military Appreciation Event
- KEEP Tour
- Five on-the-job orientation sessions -14 attendees
- 33 applications submitted- resulting in 12 interviews.
- Interviews yielded four job offers/employment hires to date.
- Information on outreach sessions emailed to 65 job seekers.

Participants Served

Veterans	1780	95.54%
Transitioning Military Personnel	54	2.90%
Military Spouses	29	1.56%
Total Participants Served	1863	100.00%
Race		
White	854	45.84%
Black or African American	254	13.63%
American Indian or Alaska Native	29	1.56%
Asian	29	1.56%
Native Hawaiian or Other Pacific Islander	6	0.32%
Not Disclosed	691	37.09%
Total Participants by Race	1863	100.00%
Ethnicity		
Hispanic	306	16.43%
Non-Hispanic	851	45.68%
Not Disclosed	706	37.90%
Total Participants by Ethnicity	1863	100.00%
Equity Impact Zip Code		
Individuals with address in an Equity Zip Code	517	27.75%
Individuals in Other Zip Codes	1346	72.25%
Total Participants by Zip Code	1863	100.00%

Job Placements

Advanced Manufacturing/Aviation	31	37%
Agriculture	2	2%
Transportation	1	1%
Construction	5	6%
Education	6	7%
Engineering	1	1%
Finance	0	0%
IT	4	5%
Hospitality	2	2%
Human Resources	7	8%
Law Enforcement	4	5%
Logistics	5	6%
Healthcare	2	2%
Non-Profit	10	12%
Retail/Customer Service	4	5%
Total Industry Placements	84	100%

Employer Engagement

Number of Employers Engaged	822
Number of Events to Connect Individuals to Employers	44
Number of Employers Receiving Technical Assistance	53
Number of Employers Receiving Training Funds to Hire	11

New Employer Contracts

- Yingling Aviation
- Hall Industrial
- PB Hoidale
- CMJ Manufacturing
- 27 active contracts/3 industries
- 8 active OJT/4 completed

Social Media and Web Activity

HBW utilizes website and social media platforms to engage with potential participants and employers. HBW ambassador videos and information posts continue to drive organic web traffic and interaction on all HBW digital platforms. HBW social media has increased job openings, ambassador videos, and Why Wichita posts resulting in a wave of activity on the Facebook page.

LinkedIn:

The HBW LinkedIn page has grown to 626 followers. In March, LinkedIn activity included 61 posts, resulting in 5,233 impressions.

LinkedIn	Followers	Posts	Unique visitors	Impressions	Page Views	Reactions
July 2023	56	20	41	1991	91	66
August 2023	524	52	85	4112	203	152
September 2023	554	60	84	3845	104	104
October 2023	565	41	31	2627	82	44
November 2023	574	41	34	3494	91	73
December 2023	586	59	31	2867	78	52
January 2024	596	65	28	3828	108	64
February 2024	618	71	35	7209	73	157
March 2024	626	61	30	5233	95	86

Facebook:

The HBW Facebook platform followers grew 4.7% over last month with a total of 110 followers for the month.

Facebook	Followers	Posts	Post Reach	Engagement	Page visits	Reactions
July 2023	6	18	179	31	13	6
August 2023	52	50	326	137	257	91
September 2023	60	53	296	100	59	79
October 2023	65	50	548	123	77	87
November 2023	68	52	930	291	133	144
December 2023	82	50	762	161	170	84
January 2024	102	72	2158	403	300	90
February 2024	105	77	522	95	105	63
March 2024	110	63	1500	121	128	62

Website:

In March 2024, 134 unique visitors accessed the HBW website, and an engagement rate of 53.6%, an increase of 13% from the prior month.

Website	Total Unique Visitors	New Unique Visitors	Returning Unique Visitors	Total Sessions	Total Page Views
July 2023	129	118	27	192	336
August 2023	152	140	33	277	737
September 2023	25	21	4	34	51
October 2023	81	61	7	167	391
November 2023	101	93	8	115	658
December 2023	80	74	14	92	579
January 2024	152	141	11	118	1034
February 2024	210	200	10	157	1055
March 2024	147	134	13	133	906