



Home Base Wichita Activity Update

As of 12/12/2023

Participants Served

Veterans	1495	95.04%
Transitioning Military Personnel	51	3.24%
Military Spouses	27	1.72%
Total Participants Served	1573	100.00%
Race		
White	644	40.94%
Black or African American	194	12.33%
American Indian or Alaska Native	21	1.34%
Asian	24	1.53%
Native Hawaiian or Other Pacific Islander	6	0.38%
Not Disclosed	684	43.48%
Total Participants by Race	1573	100.00%
Ethnicity		
Hispanic	250	15.89%
Non-Hispanic	626	39.80%
Not Disclosed	697	44.31%
Total Participants by Ethnicity	1573	100.00%
Equity Impact Zip Code		
Individuals with address in an Equity Zip Co	421	26.76%
Individuals in Other Zip Codes	1152	73.24%
Total Participants by Zip Code	1573	100.00%

Employer Engagement

Number of Employers Engaged	349
Number of Events to Connect Individuals to Employers	23
Number of Employers Receiving Technical Assistance	41
Number of Employers Receiving Training Funds to Hire Veterans	2

Job Placements

Industry	Total Job Placements
Advanced Manufacturing/Aviation	17
Agriculture	2
Construction	0
Education	3
Engineering	1
Finance	1
IT	0
Hospitality	2
Human Resources	3
Law Enforcement	1
Logistics	3
Healthcare	2
Non-Profit	6
Retail/Customer Service	0
Total Industry Placements	41

Social Media and Web Activity

HBW utilizes website and social media platforms to engage with potential participants and employers. Analytics for activity on each site is below.

LinkedIn:

The HBW LinkedIn page has grown to 574 followers. In November, LinkedIn activity included 41 posts, resulting in 3,494 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

Facebook:

The HBW Facebook platform following grew by 4% over last month with total reach of 930 individuals 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

Website:

In November 2023, 101 unique visitors accessed the HBW website, a 25% increase over October 2023 traffic; 52% visited the site for the first time.

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	101	93	8	115	658

Staffing Updates

Tamara Ray was hired as the Director of Military Employment Strategy on 11/6/23. Ms. Ray is a retired Senior Master Sargent, US Air Force Squadron Superintendent, as well as the spouse of an Active Duty Chief Master Sargent at McConnell Air Force Base.