



# **Workforce Alliance Community Impact Project Updates**

**July 26, 2023**



## Workforce Alliance Project Update



### Activities Overview

- Hosted event targeting Fort Riley transitioning service members, Reservists, and spouses, in conjunction with the Wichita Chamber Military Liaison office.
  - 35 Fort Riley personnel (28 transitioning/Reservists/one spouse/6 Fort Riley staff )
  - 9 employers
  - 4 entertainment venues
  - 8 Resources (Education, housing, etc)
- The event provided a tour of Wichita employers, neighborhoods, and attractions for consideration of Wichita as their home post-military.



## Workforce Alliance Project Update



### Activities Overview

- Home Base OJT Opportunities (Goal 100 OJT Placements)
  - One active and one completed OJT (Cox Machine)
  - Several pending enrollments
  - Outreach and marketing campaign in place to engage more employer participation



## Workforce Alliance Project Update



### Digital Overview

Home Base Wichita: <http://www.homebasewichita.com/>

- Website views: 362 (Up 199% from Q1)
- The majority of viewers typing manually (85%) or clicking on links via social media (10%)
- Recent analytics 21 various companies visiting the site since June 19



## Workforce Alliance Project Update



## Digital Overview

Home Base Wichita LinkedIn Page:

<https://www.linkedin.com/company/92819744/>

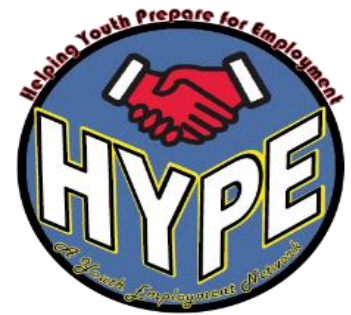
- 429 Followers since inception of April 2023
- 421 Visitors from 22 States and Europe
- 29 Posts with 3,667 impressions
- Click-through rate: 9.66% (industry average is 4-6%)
- Engagement rate: 8.19% (Industry average is 2%)

Home Base Wichita Facebook:

<https://www.facebook.com/profile.php?id=100094067647016>



## Workforce Alliance Project Update

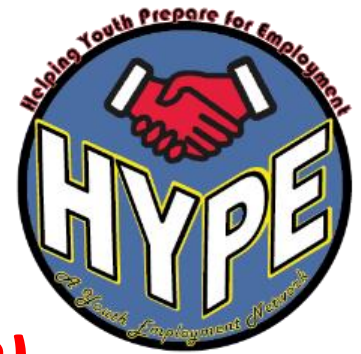


# *Youth Employment Project (YEP)* *Helping Youth Prepare for Employment (HYPE)*

- **2023 Camp HYPE Sessions:**
  - Trade Skills- IBEW /Plumbers & Pipefitters / Sheet Metal Workers, 22 participants (June 5-8)
  - Textron Aviation- 21 participants (June 19-22)
  - Ascension Via Christi- 20 participants (June 26-29)
  - Spirit AeroSystems- 22 participants (July 10-13)



## Workforce Alliance Project Update

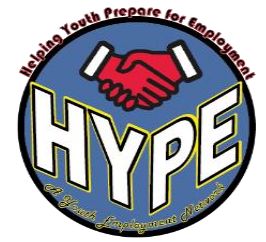


# *Youth Employment Project (YEP)* *Helping Youth Prepare for Employment (HYPER)*

- **2023 Camp HYPER Sessions:**
  - Flagship Kansas Tech Careers- 18 participants (July 17-20)
  - Financial Services- 23 participants (July 24-27)
  - Public Safety- 40 registered (July 31-August 3)
    - Supported by Kansas Crime Commission
  - McConnell Air Force Base- 6 registered (August 7-10)



## Workforce Alliance Project Update



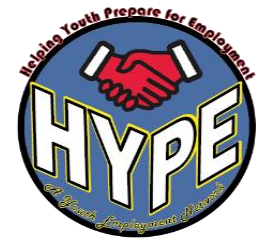
### *Camp HYPE Highlights*

- Company tours with business leaders sharing stories about their careers.
- Camp HYPE Trade Skills built 23 toolboxes, 23 light-up circuits and several students took welding pieces home with them.
- Camp HYPE Textron completed 23 sheet metal practice sheets which totaled out to 690 Rivets! They also made 23 airplane phone holders.





## Workforce Alliance Project Update



### *Camp HYPE Highlights*

- Camp HYPE Healthcare, sponsored by Ascension Via Christi, Former WSU basketball player Ron Baker spoke about his career journey into the medical field and students got to have hands-on experience with pig lungs and the Respiratory Therapy Team.

Total wages paid to youth so far: \$13,400 (\$200 per student)



# Workforce Alliance Project Update



## *Work-Based Learning*

- State Funding for Program Year 2023 (\$170,000) to Support Work-Based Learning Intermediary Positions



# *Work- Based Learning*

Measure	Quarterly Statewide Totals				Annual Totals
	Q1	Q2	Q3	Q4	
Student Participation	4,817	3,801	7,913	6,209	22,740
School Districts Engaged	32	43	55	64	160*
Schools Engaged	42	51	277	264	277*
Businesses Engaged	169	170	1,533	1,839	3,711
<b>Students Engaged in WBL Activities by Career Pathway</b>					
Agriculture Food & Natural Resources	33	114	126	63	336
Architecture & Construction	39	64	58	87	248
Arts A/V Technology & Communications	26	79	85	55	245
Business, Management & Admin.	29	52	54	49	184
Education and Training	32	91	55	41	219
Engineering	24	46	54	80	204
Finance	29	23	27	37	116
Government & Public Administration	15	16	36	55	122
Health & Bio Sciences	64	207	234	224	729
Hospitality & Tourism	16	11	20	72	59
Human Services	49	186	145	78	456
Information Technology	35	26	51	72	184
Law, Public Safety, Correction & Security	27	64	70	48	209
Manufacturing	52	83	60	167	362
Marketing	16	25	52	65	158
Transportation, Distribution & Logistics	26	20	101	64	211
<b>Total Students Engaged in Career Pathways</b>	<b>512</b>	<b>1,107</b>	<b>1,228</b>	<b>1195</b>	<b>4,042</b>

**Work-  
Based  
Learning**

Measure	Quarterly Statewide Totals				Annual Totals
	Q1	Q2	Q3	Q4	
<b>Students Engaged in WBL Activities by Type of Experience</b>					
Job / Career Fairs	43	796	3,358	3991	8,616
Classroom Encounters	-	617	2,975	1683	5,275
Career Mentoring	55	59	39	49	202
Job Shadowing	29	218	279	207	733
Mock Interviews	19	207	1,013	1210	2,449
Facility Tours	9	18	350	768	1,145
Unpaid Internships	25	37	37	39	138
Paid Internships	178	82	103	300	663
Pre or Youth Registered Apprenticeships	-	76	82	115	273
<b>Total Students Engaged in WBL Activities by Type of Experience</b>	<b>358</b>	<b>2,110</b>	<b>8,236</b>	<b>8,362</b>	<b>19,494</b>
WBL Referrals to WIOA Youth Program	18	21	31	43	113



# Workforce Alliance Project Update



**ROADTRIP  
NATION**

# ***SOUTH CENTRAL KANSAS ROADTRIP***

**Fueled By:**





## Workforce Alliance Project Update



# ROADTRIP NATION

Build Your Future | Wichita [Build Your Future |  
Wichita \(roadtripnation.com\)](http://www.roadtripnation.com)

[Karen S. Carter - Roadtrip Nation](#)

[Jason Cox - Roadtrip Nation](#)

[Rick Muma - Roadtrip Nation](#)

[Luis Rodriguez - Roadtrip Nation](#)

[Alicia Thompson - Roadtrip Nation](#)



## Workforce Alliance Project Update



# ROADTRIP NATION

### *Paths Across Kansas | Roadtrip Nation*

- Release Date on PBS expected late September early October
- Launch Party for Premier now being planned
- Watch parties for WBL High School partners to be held
- Incentives offered to Youth for completing RTN style interviews



## Workforce Alliance Project Update

# ***Supplemental Nutrition Assistance Program Education and Training (SNAP E&T)***

- Workforce Alliance – DCF Agreement now in place for initial operational model
- Goal to transition to 50-50 model by October 1, 2023
- Serve Able Bodied Adults Without Dependents ages 18 to 54 years of age who reside in Sedgwick County
- Focus on justice involved individuals, but will accept other referrals as well





## Workforce Alliance Project Update

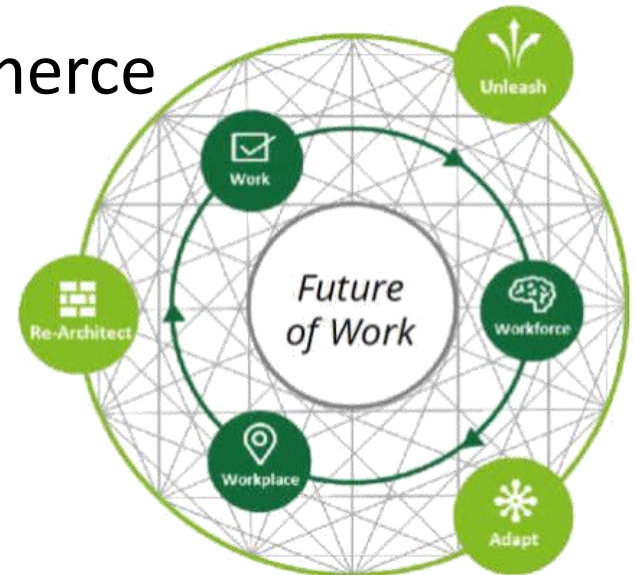
# ***Supplemental Nutrition Assistance Program Education and Training (SNAP E&T)***

Key Partners -

- United States Dept. of Ag (USDA)
- Goodwill of Kansas / NexStep Alliance
- CPRF
- City of Wichita
- Sedgwick County

## *One Workforce Grant & Deloitte Future of Work*

- **WA Partner in Talent Roadmap Project led by Greater Wichita Partnership and Facilitated by Deloitte**
  - Kansas Department of Commerce
  - Sedgwick County
  - City of Wichita
- **Role of Workforce Alliance**
  - Business & Education Feedback Loop



*One Workforce Grant*

## **BUSINESS AND EDUCATION FEEDBACK LOOP**

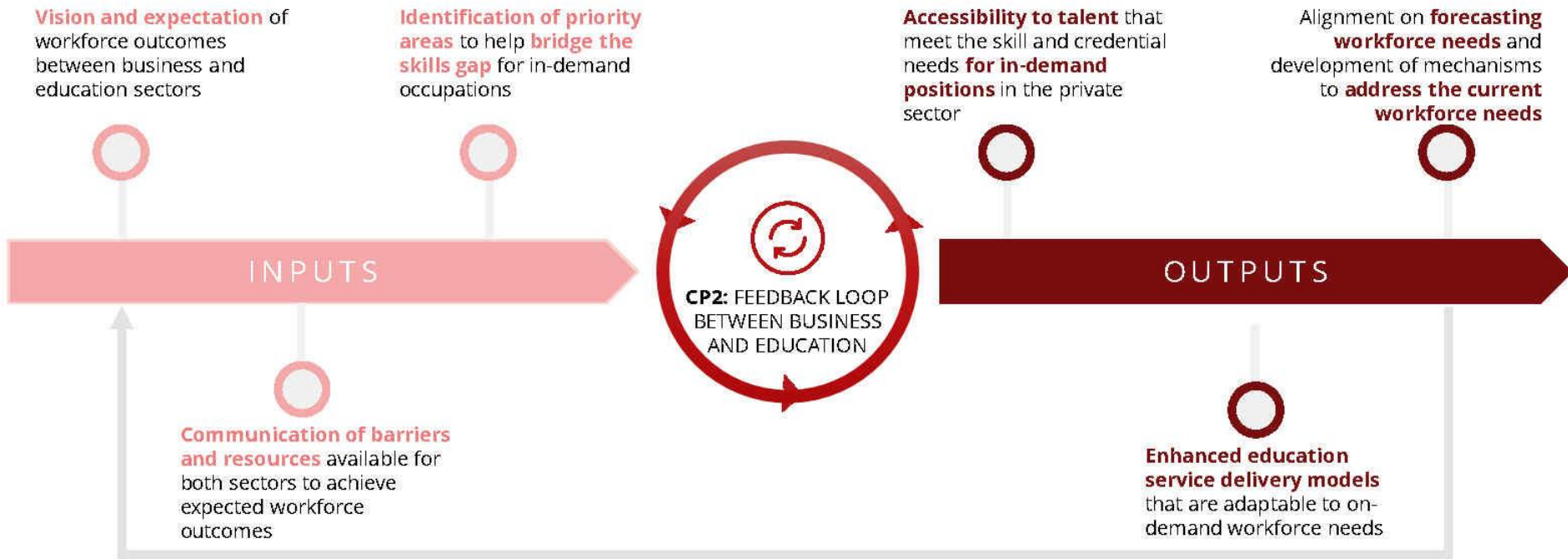
In order to prepare Wichita's workforce to meet the evolving needs of the business sector, it is necessary to ensure strategic alignment between the business sector and the education / workforce planning sector.

The Integrated Feedback Loop **will enable:**

- Greater awareness of key business / industry strategies that will impact the skills and capabilities needs of the workforce
- The ability to develop targeted and aligned strategies to upskill Wichita's workforce to meet the evolving workforce demands
- Drive progress towards enhancing the current infrastructure for talent development across the region

## Inputs and outputs of established feedback loop

As representatives from the private and business sectors work together to provide their input on priority areas and challenges, their output will help to drive progress towards achieving success in addressing workforce needs



To successfully address the workforce needs aligned on by employers and educators, stakeholders should also prioritize implementing **CP3: Develop strategic model for engagement with private employers to incentivize creation of professional development and training pathways that connect talent to employers**