



Pillar Group Report: Workforce and Economic Development

Date: June 30, 2008

Mission - Strengthen businesses in the NCI target area by connecting them with resources and residents; and raise awareness of employment opportunities and resources to residents.

Strategy 1 – Connect NCI target area residents with information about employment and training opportunities.

Previous Activities –

- Established a telephone employment and training opportunity information line; distribute flyers
- Connect callers with SRS or Wichita Workforce Center to meet needs
- Attend community fairs and make community presentations about telephone line

Outcomes –

- Total calls received (07/07 – 03/08): 227 (69 from 67214)
- Callers referred to Wichita Workforce Center (WWC) (unduplicated): 173
 - 50 callers from 67214
 - 22 callers scheduled Arbor orientation or workshop; 9 attended appointments
 - 1 enrolled and found employment
 - 1 declined job search assistance
 - 1 obtained employment w/o enrollment
 - 1 received resume assistance
 - 5 not able to reach
 - 28 callers provided WWC information, sent information later, and/or referred to community resources
 - 3 callers enrolled in an adult or youth program

- Callers referred to SRS (unduplicated): 43
 - 11 total callers from 67214
 - 22 callers referred in-house
 - 8 referred to case managers
 - 14 referred to intake and assessment
 - 31 referred to Wichita Workforce Center
- Callers referred to for business information (duplicated*): 46
**some callers referred for both workforce information and small business information*

Next Steps –

- Advertise new WWC phone number (771-6682) persons seeking employment; eliminate need for three agencies to be involved with intake
- Appoint one WWC staff person to field ALL calls and determine needs – Kevin Landis
- Convene a Pillar subcommittee to brainstorm additional outreach for employment line and other strategies
- Seek funding for printing flyers or donations of flyer printing/advertisement space

Baseline Impact –

Agencies that have not previously partnered to provide services now work together to serve the target population; Target area residents provided information or services by SRS or WWC

Strategy 2 – Strengthen area businesses/encourage economic development.

Activities –

- Connect employment line callers with business information as appropriate.
- Established an economic development Pillar subcommittee; added City economic development staff person to group.

Next Steps –

- Call businesses to get to know what the real benefits and challenges are in 67214 to tailor solutions
- Seek additional members to join subcommittee (major employers in the area and someone from neighborhood)
- Identify and ask a Police liaison to be available to the group for questions, information
- Continue developing strategies for outreach
- Forge partnerships with other Pillar groups on economic development-related strategies