

Angela D. Alsobrooks
County Executive

Education and Workforce Development Committee

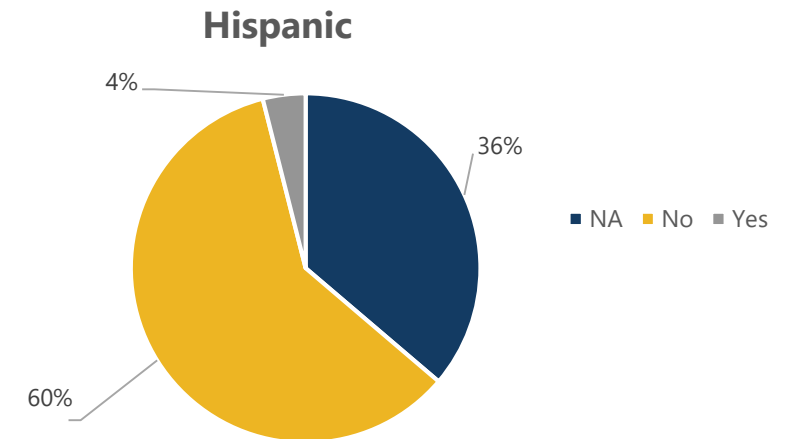
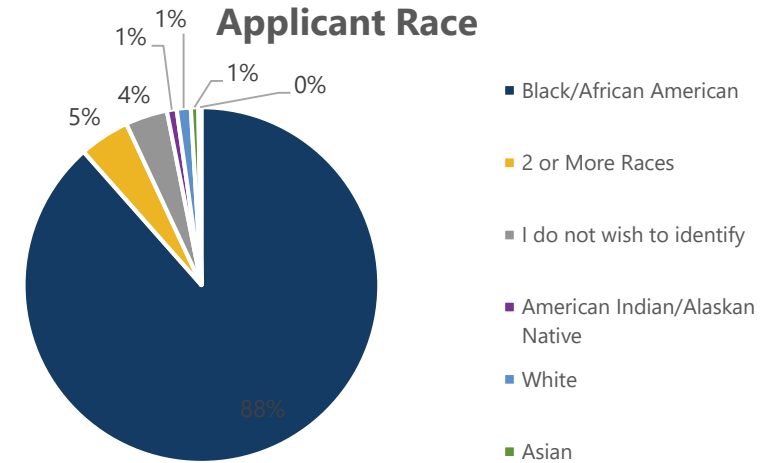
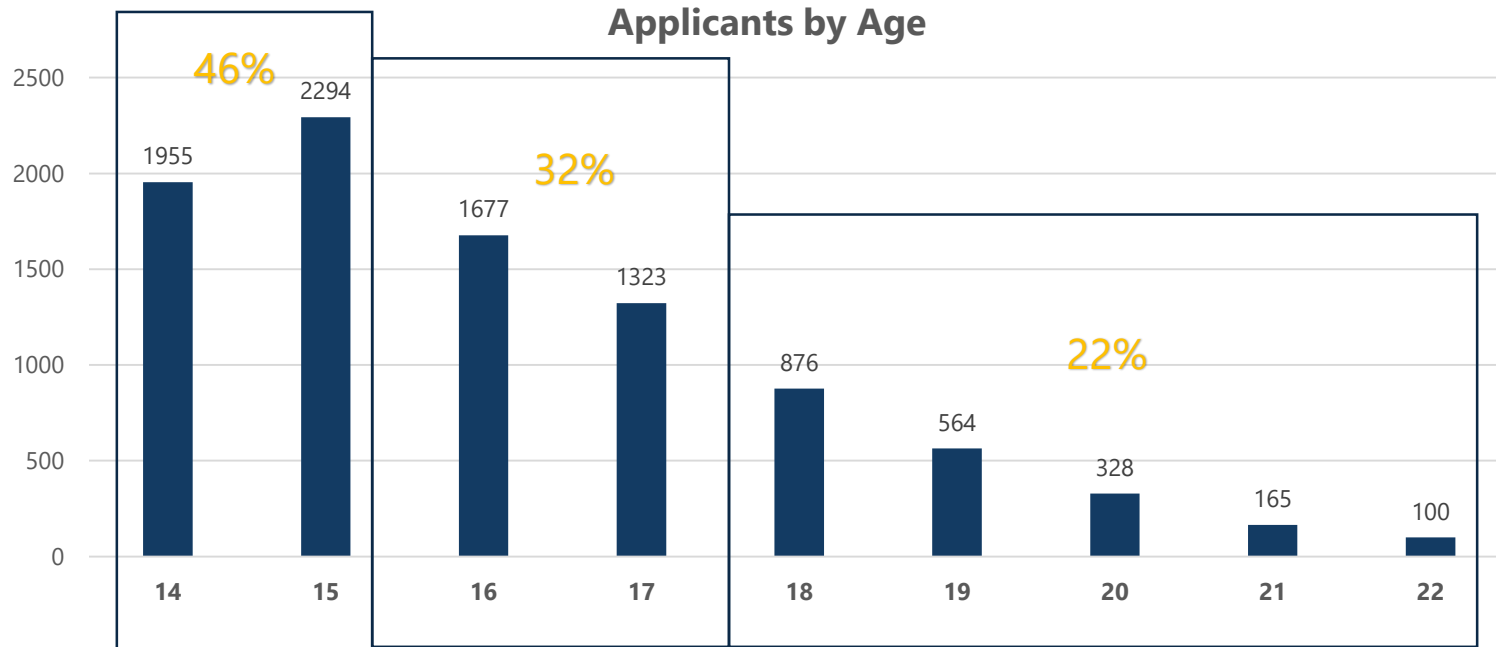
February 5, 2020



2020 – Current View

- **Applications**
 - Day 1 – January 6, 2020 – 2,132 Applications initiated
 - Day 29 – February 3, 2020 – 9,282 Applications initiated
- **Job Readiness Training**
 - 3,317 JRT completed in previous years
 - 2,315 registered to-date in 2020
- **Capstones**
 - Expanding the options and specialties for youth 18-22 for certifications and job placement
- **Job Fairs**
 - January 28 – Complete
 - February 20 – Collaboration with Faith Based Organizations to attract applicants
 - March – Partnership with City of Bowie
 - April and May – Youth not selected for SYEP
- **Continued Business Engagement**

Key Statistics – Applicants



Marketing Strategies

General

Outreach Outlets

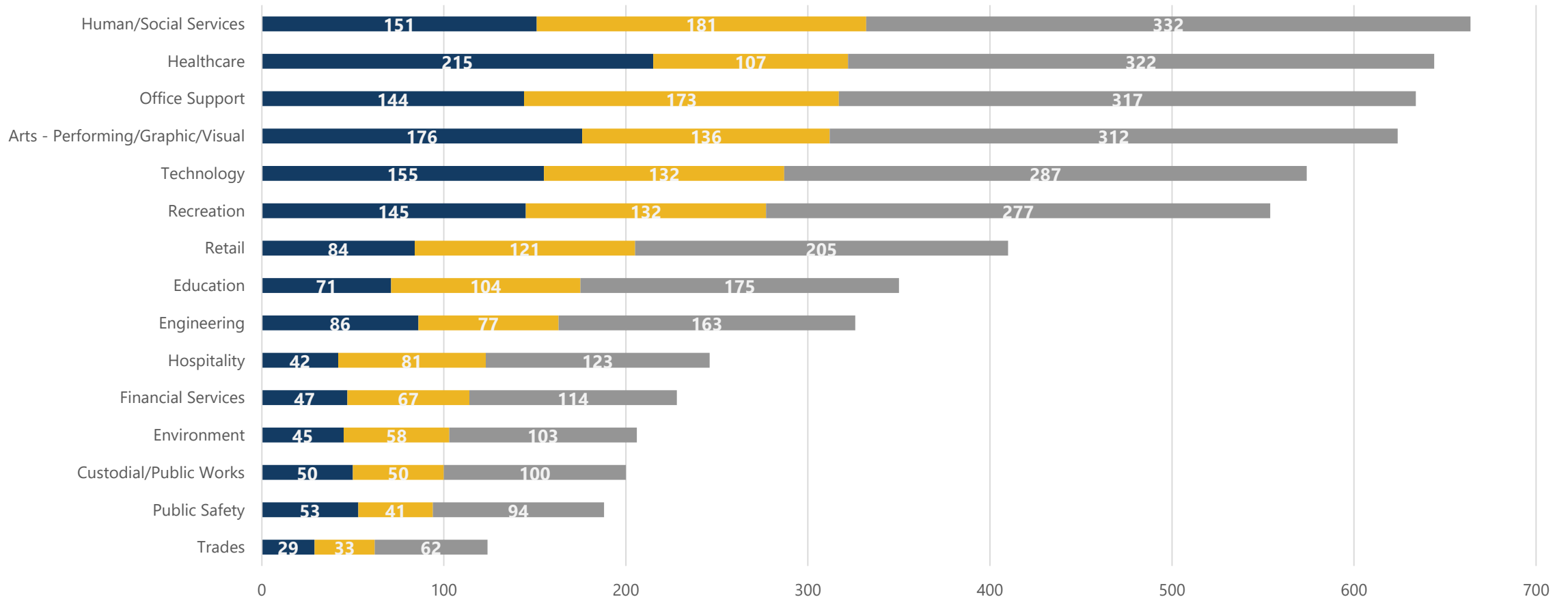
Office of the County Executive	Office of the County Council
Social Media – Facebook, Instagram and Twitter	Application Intake Events
Nonprofits and Community Organizations	Faith-Based Organizations
Prince George's' County Public Schools	Notification to 2019 SYEP Applicants
Colleges and Universities	MNCPPC

Marketing Strategies 18-22 and Latino

Outreach Activities and Events	18-22 Strategy	Latino Strategy
Social Media messages in English/Spanish	Yes	Yes
Flyers printed in English/Spanish	Yes	Yes
Communication to CEO to disseminate information		Yes
Communication to all Council Members	Yes	Yes
MNCPPC Outreach at Community Centers	Yes	Yes
Communication to the Archdiocese	Yes	Yes
Coordinate application events with LAYC and Casa de Maryland		Yes
Collaboration with Employ Prince George's		
Outreach Initiatives	18-22 Strategy	Latino Strategy
Representation at MLK Day at Buck Lodge Middle School		Yes
Coverage at the Bilingual Job Fair hosted by Employ Prince George's (1/30/20)	Yes	Yes
Youth@Work Job Fair – social media notices English/Spanish	Yes	Yes
LAYC recognized as a certified job readiness training site		Yes
LAYC participating as a host site for next generation capstone (30 youth) and youth leaders (10)		Yes
OCR to assist with organizing 2 community outreach events in northern area	Yes	Yes

18-22 Year Old Applicants' Interests

18-22 Year old Interests



Youth@Work/SYEP Questions?

- Call Center Representatives are available:

(301) 883-6200

Or visit the website at:

YouthAtWork@mypgc.com