

APPLICATION FOR INCENTIVE AWARDS
Exemplary Performance

LWIB submitting application: _Western Virginia Workforce Development Board (Area III)

Requested Amount: \$10,000

Description of Project: Enhancing Youth Participation in the One-Stop System

Part I: Conduct a promotions campaign targeting young people

The three-part campaign will focus on

- Specific **website** pages for youth including access to assessment tools, career exploration, training options and referral information.
- **On-site youth events** to provide orientation to the workforce centers.
- **Media campaign** to improve branding of Center as a resource for young people.

Expected results: Increase traffic on site or on line by individuals 24 and younger. Increase enrollment in youth specific programs including WIA Older Youth program.

Part II: Second Annual Youth Services Summit and Workshop

In Fall 2007 using incentive funds from the previous year, The Western Virginia Workforce Development Board Youth Council hosted three Youth Service Provider Summits. Funding is being requested to continue the effort in the fall 2008 following the same model.

Each of the three events is tailored to meet the needs of its community.

“Building Bridges for Our Youth” – Franklin County:

“Yes, We Can Do That” – Alleghany Highlands: A three part program:

“Looking In and Reaching Out” – Roanoke Valley

- A keynote address focused on issues facing professionals working with youth today
- An “expo” and formal presentations to share information
- Round table discussion with youth about issues and challenges encountered in planning for or entering the workforce.
- Networking opportunity for professionals to exchange information one on one and answer questions

Key partners:

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| • 211 Virginia | • Franklin County |
| • Alleghany County/Covington Social Services | • Franklin County Schools |
| • City of Roanoke VOYCE Initiative | • Covington Diversion Program |
| • Dabney S. Lancaster Community College | • Virginia Cooperative Extension |
| • Goodwill Industries of the Valleys | • Virginia Department of Rehabilitative Services |

Results: In 2007, more than 150 youth services professionals and 40 youth participated in one or more of the three events. Expectations are for more than 200 professionals and 150 young people.

Part III: Staff Training

To increase workforce Center usage by young people, staff must have a strong understanding of the special needs of this customer base. Training will focus on improved customer service and communication as well as cross training of all staff to understand opportunities and resources available from youth service providers.

Expected Results: Training for 45 workforce center staff and supervisor in three centers.

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Budget		Total
Part I Promotion Campaign		
Website	\$ 1,000	
On-site events	\$ 1,500	
Media Campaign	\$ 2,000	
	Subtotal	\$ 4,500
Part II – Youth Summits		
Alleghany Highlands summit	\$ 1,500	
Franklin County summit	\$ 1,500	
Roanoke Valley summit	\$ 1,500	
	Subtotal	\$ 4,500
Part III- Staff Training		
Customer Service	\$ 500	
Working with Youth	\$ 500	
	Subtotal	\$ 1000
	Total	\$ 10,000