



Youth Violence Prevention 2023

APPLICATION FORM

Submit Application to: cddapplications@cityofmadison.com

Deadline: 4:30 pm CST on **April 3rd 2023**

Official submission date and time will be based on the time stamp from the CDD Applications Inbox. Late applications will not be accepted

Please limit your proposal and responses to spaces provided in this form. Responses to this funding opportunity should be complete and comprehensive but succinct. Materials submitted in addition to this application form (unless otherwise asked for) will not be considered in the evaluation of the proposal. **Do not attempt to unlock or alter this form.** Font should be no less than 11 pt.

Complete and submit the application and other required documentation **BEFORE** the deadline. **No late applications will be accepted.**

If you have any questions **related to the content of the application**, please contact: Dominic Davis – ddavis2@cityofmadison.com or Yolanda Shelton-Morris – yshelton-morris@cityofmadison.com

If you have any questions or concerns that are related to **technical aspects** of this document, including difficulties with text boxes or auto fill functions, please contact Jen Stoiber – jstoiber@cityofmadison.com

Legal Name of Organization:	Urban League of Greater Madison	Total Amount Requested:	\$ 25,000
Program Name:	REACH Summer Internship Program		
Brief Program Description:	Youth employment program for 14 and 15 year old youth		
Type of Program	<input type="checkbox"/> New Program <input checked="" type="checkbox"/> Program Expansion		
Contact Person:	Edward Lee	Email:	elee@ulgm.org
EIN and DUNS #	EIN 39-1098146		
Full Address:	2222 S Park St, Suite 200, Madison, WI 53713	Telephone:	608-729-1211
501 (c) 3 Status:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Fiscal Agent (if applicable)	N/A

Target Population: The target population for this funding opportunity is youth and young adults ages 14-26 who previously have been, currently are, or at-risk of being involved with the juvenile justice system. Responses provided below should elaborate on the organization's experience working with this target population.

Organizational Qualifications:

1. Briefly describe your organization’s experience implementing services relevant to youth at risk of engaging in violence and/or youth violence prevention programming.

The Urban League of Greater Madison has a demonstrated history of serving students at risk of engaging in violence or court involvement through our 21st Century Careers Program and the REACH Summer Internship component of that program. This program is currently supported by a contract with

Dane County Department of Human Services in their prevention portfolio. The ULGM has operated this program for over 15 years, and its predecessor (Project Bootstraps) for many years prior to that. ULGM staff also have extensive experience implementing SEL skill development as a key strategy both for supporting youth through 21st Century Careers curriculum and activities, as well as through tutoring and academic mentoring available to Careers participants through the Schools of Hope Tutoring Program.

2. Describe how your agency will build relationships and authentically engage with individuals and households served. Specifically include information on previous strategies used to authentically engage with youth who are previously, currently, or at-risk of juvenile justice involvement, BIPOC, and/or low-income households and individuals.

The ULGM has staff embedded at a total of 11 schools in Madison and Sun Prairie, where they operate programs both during the school day and after school, allowing for the development of authentic, supportive relationships with both youth and parents/families. Because ULGM staff are embedded this way, they are able to connect with students through both an academic and recreational lens, creating a deeper level of engagement and trust with students.

Additionally, the ULGM also operates extensive workforce development programming for adults that. Through our connection with the schools and students we serve, we are able to engage with parents and families who might be interested in, or in need of, our adult workforce development services. Similarly, participants in our adult workforce development programs are regularly made aware of opportunities for their child(ren). This multi-generational approach allows the ULGM to provide supports and services that strengthen both the individuals being served and their family as a whole.

Program Design and Strategies:

1. Describe your organization's program and proposed service delivery plan including recruitment and selection of participants, individual assessment process, anticipated number to be served, who will be served, duration, location, and goals.

- a. Participant Recruitment & Selection: The 21st Century Careers Program currently serves youth in a total of 3 schools - Wright Middle School in Madison and Patrick Marsh & Prairie View Middle Schools in Sun Prairie. While participation in the school year based component of the 21st Century Careers program is open to any interested students in the schools served, participation in the REACH summer internship component is more selective, require students to complete an application packet to be considered for one of the available internship slots. Those packets, as well as school records, general participation in the school year based component of Careers, and interviews with program staff all inform the student selection process.

- b. Individual Assessment Process: REACH participants, in addition to completing a thorough application process, are evaluated using the DESSA or DESSA mini assessments to identify SEL skill development needs at the start of the internship program each summer. Additionally, in alignment with MMSD experiential learning standards and processes, REACH participants are engage in weekly reflections on their experience in their internship, as well as periodic evaluations by both ULGM program staff and employer partner supervisors supporting REACH participants.

- c. Anticipated Number to be Served: Utilizing the funds requested in this proposal, the ULGM could expand the REACH component of the Careers Program to serve at least 10 additional youth, increasing the number of internship slots from 20 to at least 30. Funding will cover the full cost of salary (\$10 per hour) and taxes, transportation costs (we issue each Madison youth in the program an unlimited ride summer bus pass), supply costs, and staff time for training and individualized coaching of each participant.

d. Participants to be Served: As previously mentioned, REACH participants are drawn from a total of 3 schools currently served by the 21st Century Careers program. Additionally, when possible, internship opportunities may also be available for 8th grade participants of the Schools of Hope Leadership Development pilot currently running at O'Keeffe Middle School. All youth participating in the REACH component of Careers are 14-16 years old. In Madison, the Careers currently serves approximately 92% youth of color (1% Native American, 42% Black/African American, 46% Latinx, and 3% multiracial), 67% youth qualifying for free/reduced lunch, and 37% youth who are ELL. These trends are fairly stable from year to year.

e. Service Duration: The REACH Summer Internship component of the 21st Century Careers Program is 7 weeks long, beginning the 3rd week of June. During those 7 weeks, interns will attend twice weekly classroom sessions (3.5 hours each day - 7 total hours per week) focused on developing/reinforcing employability skills, SEL skill development, college exploration, & career exploration. Interns also spend an additional 12 hours per week working at their placement organization for 6 of the 7 weeks. The first week of the program only includes classroom sessions.

f. Service Location: Classroom sessions for REACH will be held at Wright Middle School in Madison and either Patrick Marsh or Prairie View middle schools in Sun Prairie. Intern host organizations are spread across the Greater Madison community, and include companies like Epic Systems, MG&E, UW Health, Madison College, the City of Sun Prairie, Sun Prairie School District, and others.

g. Program Goals: The 21st Century Careers Program/REACH offers middle school youth the opportunity to explore myriad career and post-secondary options. In addition, 8th and 9th grade youth are eligible for Urban League employment skills training classes. Youth who successfully complete these classes during the school year are eligible to compete for paid Summer Career Awareness Internships. These internships allow youth to explore careers in depth, while practicing employability skills in a real-world setting. MMSD student Interns who successfully complete their internships will also earn up to .5 credits towards their high school diploma as REACH is a registered experiential learning program with MMSD.

2. Describe the outreach/marketing and/or referral methods your organization intends to employ to generate participation in the program to reach the target population.

As mentioned above, outreach/marketing is done through direct recruitment at the schools served by program staff that are embedded in those school communities. Additional outreach to parents and families is also conducted through phone calls, one-on-one meetings with staff, and informational sessions both over the course of the school year and in the run up to the application process for the REACH internships.

3. Describe how the program will facilitate the engagement of participants' families in the program. How will the program work with families to improve outcomes for the youth?

Careers/REACH engages in direct outreach to parents and families through phone calls, one-on-one meetings with staff, and informational sessions both over the course of the school year and in the run up to the application process for the REACH internships. Program staff also has regular contact with families during the summer internships to help facilitate scheduling and transportation for interns. At the end of the REACH internships each summer, parents are also invited and encouraged to attend the graduation ceremony for their child(ren), where we also communicate information about other opportunities the ULGM has to offer. Program staff see parents/families as trusted

partners in helping their child(ren) to succeed during their internship experience and beyond, and are in regular contact with them over the course of the summer.

4. Describe activities that will be provided to help build youth skill development and community connectedness for youth and their families.

Key program activities for the REACH summer internship component of the 21st Century Careers Program include:

- a. Post Secondary & Career Exploration: Youth participate in instructor-led activities to explore careers in each of the sixteen career clusters. Activities include researching career types and education requirements, learning about labor market trends and non-traditional careers, planning and goal setting, study skills, engaging with guest speakers, college and business tours, and more. Youth learn about the academic and technical skills needed for various occupations and the educational paths to develop them.

- b. Financial Education: Youth learn about consumer education, financial goal setting, and basic principles of investing. Youth also begin to explore the costs of college, savings programs, and financial aid. Youth also participate in a "real life" budgeting simulation. As a new program enhancement for the summer of 2021, youth will have opportunities for additional financial education and the establishment of non-custodial bank accounts with direct deposit through the program's participation in the Youth Financial Empowerment grant through the City of Madison.

- c. Employability Skills Training: Participants complete a foundational job skills curriculum that teaches them how to complete job application and create resumes, interviewing skills, good work habits, employee responsibilities, accepting direction and feedback from supervisors, time management skills, and various other basic job skills. In response to the current public health crisis, youth are also taught about professional electronic communications and virtual interviewing skills.

- d. Social & Emotional Skills Development: Youth also engage in social emotional learning through the exploration of key concepts that underpin their professional and academic development, such as leadership, volunteerism, conflict resolution, accepting criticism/feedback, and effective communication practices. Youth participating REACH will also be assessed using DESSA to identify areas of need related to their individual social/emotional skills development.

- e. Experiential Learning: REACH is currently recognized by MMSD as an official youth employment experiential learning partner. Youth who successfully complete their REACH internship will earn .5 MMSD school credit and the DPI Youth Work Readiness or Leadership certificate.

- f. Campus & Work Site Visits or Panels: As a component of the weekly class sessions, youth are able to further explore post-secondary educational and career options through in-person or virtual campus and work site visits. In the past, the program has brought youth to explore the UW Madison, Edgewood, and Madison College Truax campuses, as well as the Epic campus. Visits this summer may have to be held virtually, though no final determination has been made at this point.

5. Proposed Timeline for Implementation (please use an additional sheet if you need more room)

Activity	Estimated Start and Completion Dates
Student Recruitment	April 3, 2023 - June 1 2023
Classroom Sessions	June 19, 2023 - August 4, 2023
Work Readiness Internships	June 26, 2023 - August 4, 2023
REACH Graduation	August 11, 2023 (tentative)

Staffing and Scale:

1. Proposed service numbers: Please complete the table below. Include number of unduplicated participants to be served, adult to youth/young adult ratios, number of service hours to be provided and frequency of activities or meetings. If you are proposing to provide a summer program at more than one location and the program structure is the same for all locations, please list all of the locations in the "Location(s)" cell in the table below. If the program structure varies amongst locations, please complete the rows for "Location #2" and the question following the table for any additional program locations.

Youth & Young Adult Violence Prevention Programming	Frequency* of Activities/Meetings	# of Service Hours Per Program Day	Annual Duration**	Adult to Youth/Young Adult Ratio	Unduplicated Participants
Location(s): Wright Middle School & either Patrick Marsh or Prairie View Middle School					
Summer	2 days per week	3.5 hours per day	7 weeks	1:15 or better	30
Location #2: Various worksites across the Greater Madison Community					
Summer	3 days per week	4 hours per day	6 weeks	varies, but usually 1:1 or 1:2	30

*Frequency=number of times per week, month, year (i.e. 5 days per week, 2x per month, 4x per year)

**Annual Duration=number of weeks or months annually (i.e. 10 weeks, 6 months)

If applicable, please list any other locations with differences in the program structure as compared to the summer programs included in the table above.

N/A

2. **Personnel:** List all staff that will be working on the proposed program/project, including volunteers. (please use an additional sheet if you need more room)

Staff Title	FTE	Duties
Director of Middle School Programs	.25	Program oversight
21st Century Careers Specialist	.5	Program implementation and student support
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21st Century Careers Specialist	.5	Program implementation and student support

3. **Outcomes:** Funded programs will be required to collect data and report on three outcome measures. Programs are encouraged to identify an additional outcome measure of interest. In the box below, describe the outcome measure and measurement tools and data collection process you might use to document and report the impact of your program.

Outcome Objective #1	Youth successfully complete their 7 week internships			
Performance Standard	Targeted Percent	90%	Targeted Number	27
	Actual Percent of Actual Total Enrollees		Actual Number	
Measurement Tool(s) and Comments: Students are considered to have completed their internship if they have accrued at least 90 hours, completed all classroom based assignments/reflections, and receive a passing final evaluation from both their employer host site supervisor and their REACH program staff member.				

Outcome Objective #2	Youth display appropriate work site behavior			
Performance Standard	Targeted Percent	90%	Targeted Number	27
	Actual Percent of Actual Total Enrollees		Actual Number	
Measurement Tool(s) and Comments: Measurement on this objective will be based on mid and end of intership evaluations by employer host site supervisors and REACH program staff.				

Outcome Objective #3	MMSD student participants will earn .5 experiential learning credits towards graduation, as well as a DPI Youth Employability Skills Certificate			
Performance Standard	Targeted Percent	90%	Targeted Number	12*

	Actual Percent of Actual Total Enrollees		Actual Number	
Measurement Tool(s) and Comments: *.5 credits towards graduation and the DPI Youth Employability Skills Certificate are currently only available to MMSD students.				

Cultural Relevance and Language Access

1. **Capacity and Strategies:** Describe your organization’s capacity and strategies to ensure language access and cultural relevance for your target population.

The 21st Century Careers Program utilizes curricular pieces like Project Ready 2.0, which are designed with the purpose of getting African American and other urban youth ready for college, work and life. Lessons are also planned/adapted by our diverse program staff to meet the needs of each cohort of participants to ensure relevance to their cultural backgrounds. Diversity is also a point of emphasis when it comes to recruiting youth to join Careers and REACH. Additionally, one of the primary areas of focus for the summer internship component of Careers is to promote racial equity by exposing youth of color and low-income youth to professional opportunities that they would otherwise not be able to experience. Finally, program staff providing direct service to youth reflect the diversity of the youth participating in the program.

2. **Staff Demographics:** Does the staffing of the program reflect the racial and cultural diversity of program participants? If not, what plans do you have to address this?

REACH/Careers program staff reflect the diversity of the students that we serve. Specifically, frontline program staff are 67% Black/African American and 33% White.

Budget and Funding:

You may be asked to submit additional information on agency finances and/or your most recent audit statement.

1. **Project Budget:**

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED
A. Personnel Costs (Complete Personnel chart below)		
1. Salaries/Wages (show detail above)	\$96,639	\$4,000
2. Fringe Benefits and Payroll Taxes	\$24,009	\$1,000
B. Program/Project Costs		
1. Program/Project supplies and equipment	\$2,000	\$1,000
2. Office Supplies	\$4,050	\$0
3. Transportation	\$2,750	\$0
4. Food	\$0	
5. Other (explain) audit, equipment, training	\$3,091	\$0

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED
C. Space Costs		
1. Rent/Utilities/Telephone	\$1,198	\$0
2. Other (explain) interest, depreciation, maintenance	\$1,654	\$0
D. Special Costs		
1. Other (explain): Youth Wages	\$39,193	\$19,000
2. Other (explain):	\$0	\$0
D. TOTAL (A + B + C +D)	\$174,584	\$25,000

2. Additional Information on Budget (if needed):

3. What percentage of total Agency Budget is this project?
3.79%

4. Other Funding: What other funding do you anticipate pursuing if the project is expected to continue?
Summit Credit Union, MG&E Foundation, National Urban League