



PRESS ADVISORY

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Mayor Anderson Announces Creation of YouthCity Employment Program

Effort brings City government, businesses together to promote job readiness among City's young people

City-County partnership benefits economically disadvantaged families

SALT LAKE CITY—YouthCity, a broad ranging youth program initiated by Mayor Rocky Anderson, will expand to include YouthCity Employment – a multi-pronged effort designed to provide young people with jobs, training, skills, mentoring and experience to give them confidence and ability to succeed in the workforce.

YouthCity Employment currently consists of three components: 1) coordination of youth employment fairs, connecting young people and employers, 2) personal employment placement and training for individual youths, and 3) a partnership with Salt Lake County to provide pre-employment training to young people from needy families.

"We know that young people who participate in after-school activities, like this employment program, are less likely to get involved with crime, drugs, and sex, and more successful in school and life," said Anderson. "We also know that far too few of our children have access to programs providing them with valuable experiences that will improve their lives and our community. This program is an important way for our City to show its support for our young people, strengthen our workforce, and fill an important gap in youth services in our community."

YouthCity Employment job training and placement services are available to all young people ages 14 through 20. The program evaluates the skills and interests of teenagers and then matches them according to the needs of private and public sector employers. If participating youths are too young for traditional paying jobs, the program connects them with job training and internship opportunities.

YouthCity Employment initiated its job training and placement services effort on May 20th, with a job fair held at the Central City Community Center. Fifteen local employers and 350 young people attended the fair, where employers held orientation meetings and interviews. At the fair's completion, 108 young people were offered jobs.

Since May, YouthCity Employment has worked with more than 20 local employers and served nearly 100 young people from a range of social and ethnic backgrounds. These youths have received employment training and placement assistance, and 38 have found part-time jobs. Some of the businesses partnering with YouthCity Employment include Realform Inc., Discover Card, Walt Mason (mortgage brokerage), Utah State Department of Natural Resources, Marriott Reservations, Thompson Michie & Associates, Convergys, Fred Meyer, United Parcel Service, and Tree Utah.

The third component of YouthCity Employment is a joint Salt Lake City-County partnership that will provide pre-employment training and school retention skills for 20 to 30 Youth Employability Service (YES) participants. Young people ages 14 through 18 who reside in Salt Lake City and whose families qualify for Temporary Assistance for Needy Families (TANF) or Workforce Investment Act (WIA) assistance will be eligible for the program.

The City-County initiative will include a formal training program totaling 80 hours and consisting of four two-week modules. These modules include:

- 1) Life/employment skills: Interview skills, resume writing and career development. Participants will also explore post-secondary education options and school retention techniques.
- 2) Computer literacy skills: Focus will be on developing participants' confidence in technology in the employment arena.
- 3) Work experience: Local employers will mentor students for four-week periods.
- 4) Tutoring: This module will assist with school projects and assignments and develop a mentoring relationship between students and instructors.

Participants will receive \$25 on the successful completion of each module. When a young person completes all four training modules, he or she will receive an extra \$50 bonus.

Salt Lake County is currently providing space and a computer lab where these classes will take place. In addition, the County is contributing \$25,000 toward the program, which will be administrated by YouthCity Employment Coordinator, Peter Smith, and Janet Wolf, Director of Youth Programs for Mayor Anderson's office.

For additional information, contact Joshua Ewing, Communications Director, at 535-7739.