



CITY OF DURHAM | NORTH CAROLINA

Date: July 23, 2013

To: Keith Chadwell, Deputy City Manager

From: Kevin Dick, Director of the Office of Economic and Workforce Development

Subject: Ceremonial Item to Recognize Durham YouthWork Internship Program Businesses and United States Conference of Mayors DollarWise Campaign

Executive Summary

This memorandum outlines a request for the Mayor to express appreciation for businesses and youth that have participated in the 2013 – 2014 Durham YouthWork Internship Program. The Mayor would present certificates at the City Council Meeting on August 19, 2013 to the participating companies (listed below). A picture would be taken with all of the company representatives, the City Council and Mayor after the certificates have been given. Additionally, we request that Mayor present the award from the US Conference of Mayor's Financial Literacy Dollarwise Program award to Ronald Betha, who won a Kindle in the competition. A picture would be taken after the Mayor presents Betha the Kindle.

Background

The Durham YouthWork Internship Program is part of the City of Durham's, Durham County's and Durham Public Schools' collaborative initiative to strengthen partnerships with the private sector to provide opportunities for youth internships. The following companies or organizations (including first-time participants) have either provided internship opportunities for youth between the ages of 14 and 22 and/or supported the program through cash or product donations: *The Durham Bulls Baseball Club, Kimley-Horn, Sensus, Republic Services Inc., Gail's Hair Salon, Durham Technical Community College, MS Designs, Measurement, Inc., Walmart, Hayti Heritage Center, Duke Health System, Regency Cleaners, Bull City Burger and Brewery and Blue Cross Blue Shield of NC.* It should also be noted that as part of its departmental budget (not a YouthWork subsidy), the Durham Parks and Recreation Department has hired 181 youth thus far in the fiscal year.

Issues/Analysis

OEWD would like to capitalize on a marketing opportunity to acknowledge the participation of the above referenced businesses in the Durham YouthWork Internship Program while simultaneously encouraging other businesses to participate by providing self-funded internships and/or through cash or product donations to the program. In addition, we have a great opportunity to highlight the US Mayor's Financial Literacy Program and encourage more youth to participate, thereby enhancing their financial knowledge and confidence. DollarWise -Mayors for Financial Literacy is the official financial education and summer youth jobs initiative of The United States Conference of Mayors and its Council on Metro Economies and the New American City. Students have

been encouraged to go through an online course in financial literacy as part of the Durham YouthWork Internship Program.

Talking points for the Mayor William “Bill” Bell:

Mayor William “Bill” Bell is requested to welcome attendees and to set the context for the acknowledgement:

- Thank you and congratulations to you for participating in this year’s Durham YouthWork Internship Program.
- This year, 1600 youth applied to participate in the program, and only 347 placed. While this means that you were certainly afforded the best and brightest we also think we can do better by finding more businesses to participate in the program, thereby positively influencing more youth.
- The participation of businesses makes a huge difference in these youths’ lives. For some of them it is their first job, their first exposure to work and the expectations of the workplace. We are sure that did your parts in providing excellent examples and sharing expertise with them while giving them an opportunity to learn and become a part of your establishment, if only for a short while.
- These are experiences that our youth will carry with them the rest of their lives. You should feel proud of the opportunity you have shared with a young person and we are proud of the partnerships that we have forged with you to improve and expand the Durham’s workforce.
- We hope that you will continue to participate in the program and encourage other businesses to participate both during the school year and next summer. Remember, unlike previous years – this is a year-round program.
- You have taken an active role in helping to shape the workforce of tomorrow and we commend you
- Please call the representatives up from the following companies:
 - Kelly Sizemore representing Kimley-Horn
 - Theresa Stocking representing The Durham Bulls Baseball Club
 - Steven Williams representing Sensus (and also the Chairman of the Durham Workforce Development Board)
 - Tommy McNeil representing Gail’s Hair Salon
 - Kathryn McKinley representing Durham Technical Community College
 - Marilyn Cash representing MS Designs
 - Drew Isenhour representing Republic Services Inc.
 - Rita Foley representing Regency Cleaners
 - Kara Taff representing Blue Cross Blue Shield of NC
 - Janis Clark representing Measurement Inc. (Member of the Durham Workforce Development Board)
 - Melody Little representing Hayti Heritage Center
 - Rishado Robinson representing Walmart
 - Mary Ann Black representing Duke University Health System
 - Seth Gross – Bull City Burger and Brewery

Mayor William “Bill” Bell to introduce the program and confer the Kindle to the Ronald Betha

- DollarWise-Mayors for Financial Literacy is the official financial education and summer youth jobs initiative of The United States Conference of Mayors and its Council on Metro Economies and the New American City. Since its inception in 2004, mayors and cities across America have made a commitment to increasing access to financial education for their citizens by participating in DollarWise initiatives.
- This is the first year that the City of Durham has participated in the program through the Durham YouthWork Internship Program
- We are very proud that one of our students has achieved excellence in going through the online program and that he was lucky enough to win a Kindle.
We hope that you continue to pursue your goals and that we are glad that you took this opportunity to learn about finances and take responsibility for your financial health.
- Use this Kindle to read widely and deeply about all sorts of subjects to continue to expand your horizons and learn about the world.