



CITY OF DURHAM | NORTH CAROLINA

Date: May 19, 2015

To: Thomas J. Bonfield, City Manager

Through: Keith Chadwell, Deputy City Manager

From: Kevin S. Dick, Director of Office of Economic & Workforce Development (OEWD)

Subject: Recommendation to Enter into contract with Made in Durham (MID)

Executive Summary

This item recommends that the City enters into a contract with Made in Durham in an amount not to exceed \$200,000 for a contract period from June 1, 2015 through June 30, 2016.

Recommendation

OEWD recommends that the City Council authorize that the City Manager execute a contract with Made in Durham for youth employment and training services in an amount not to exceed \$200,000.

Background

In October 2012, MDC, a Durham not-for-profit organization published Made in Durham: Building an Education to Career System. The report contained information and drew conclusions based upon the premise that policy and program reforms were needed to ensure that Durham’s low income youth could compete successfully for skilled jobs in the Triangle. A task force of high-level CEO’s from the public, private and not-for-profit sectors was assembled. This group eventually morphed into a Made in Durham Board of Directors. The Board of Directors consists of the following individuals:

Title	First Name	Last Name	Position	Organization
Mr.	Daryl	Atkinson	Senior Attorney/Criminal Justice	Southern Coalition for Social Justice
Mr.	Jack	Bailey	Senior VP of Policy, Payers, and Vaccines	GlaxoSmithKline
Mr.	Tom	Bonfield	Manager	City of Durham
Mr.	Brad	Brinegar	Chairman & CEO	McKinney
Ms.	Anita	Brown-Graham	Director	Institute for Emerging Issues
Judge	Elaine	Bushfan	Judge	Superior Court of North Carolina
Mr.	Jack	Clayton	Regional President	Wells Fargo

Mr.	Wendell	Davis	Manager	Durham County
Dr.	Victor	Dzau	President	Institute of Medicine
Mr.	Martin	Eakes	CEO	Center for Community Self- Help
Dr.	William	Fulkerson	Executive Vice President	Duke University Health System
Mr.	Jim	Goodmon	President & CEO	Capitol Broadcasting
Rev.	Kenneth	Hammond	Pastor	Union Baptist Church
Ms.	Andrea	Harris	President	North Carolina Institute for Minority Economic Development
Dr.	Bill	Ingram	President	Durham Technical Community College
Mr.	Bob	Ingram	General Partner	Hatteras Venture Partners
Dr.	Bert	L'Homme	Superintendent	Durham Public Schools
Mr.	Ed	Paradise	RTP Site Executive and VP Engineering	Cisco
Mr.	Ivan	Kohar Parra	Lead Organizer	Triangle Community CAN
Mr.	Luis	Pastor	President/CEO	Latino Community Credit Union
Ms.	Machelle	Sanders	VP of Manufacturing & General Manager	Biogen Idec
Dr.	Debra	Saunders-White	Chancellor	NCCU
Dr.	Henry	Scherich	President & CEO	Measurement Incorporated
Dr.	Albert	Siemens	Chair	FHI 360 Foundation
Ms.	Casey	Steinbacher	President & CEO	Durham Chamber of Commerce
Mr.	Steven	Williams	CEO	GLOBAL Ventures of North America, LLC
Mr.	Brad	Wilson	President & CEO	Blue Cross/Blue Shield of North Carolina

The individuals on the MID Board have the opportunity to compliment the influence and reach of the Durham Workforce Development Board (DWDB) in achieving meaningful education to work outcomes for Durham’s youth.

A policy working group containing high-level individuals within partner organizations that provide youth employment & training was also formed. This group has become the Made in Durham Strategy team (MIDST). The MIDST consists of representation from the following agencies as well as others:

Title	First Name	Last Name	Position	Organization
Mr.	Tom	Jaynes	V.P. for Institutional Advancement	Durham Technical Community College
Ms.	Pamela	Thorpe-Young	Director of Governmental Relations	NCCU
Mr.	Rick	Sheldahl	Director of Career and Technical Education	Durham Public Schools
Mr.	Kevin	Dick	Director of the Office of Economic and Workforce Development	City of Durham
Mr.	Drew	Cummings	Assistant County Manager	Durham County Government
Ms.	Pilar	Rocha-Goldberg	Executive Director	El Centro Hispano
Mr.	John	White	Vice-President for Governmental Affairs	Greater Durham Chamber of Commerce

The stated purpose of the MIDST is to keep the Board of Directors on key decisions and recommendations, provide access to key information and analysis and ensure that the work builds on existing systems in Durham. All of these activities were to be done based upon the premise that greater collaboration is needed to bring about outcomes for youth that could lead as many 14-25 year old young people to be in livable wage, “middle skill” jobs by age 25. The MIDST was also to perform the following specific functions:

- the development of common performance measures to gauge the effectiveness of the system in achieving youth outcomes;
- the development of data system specifications;
- the design of an evaluation system;
- a map of existing public and private funding currently spent on education and career development;
- advice on the construct of the MID organization that would serve as staff to the board.

Issues and analysis

MID has evolved from a project within MDC to its own 501 c-3 not for profit organization. Its leadership approached the City of Durham, Durham County Government & Durham Public Schools with a request for \$100,000 from each entity in FY15 and \$100,000 from each entity in FY16.

MID has been included as part of the DWDB 2015 – 2017 Strategic Plan as a partnering organization that would help build scale in youth programming, enhance the opportunity for collective impact and strengthen the system of youth programs in Durham. They also have been instrumental in developing over 30 internships for “opportunity youth” for the summer of 2015.

Specific deliverables as a part of the contract between the City of Durham and MID would include the following elements:

- Submission of a quarterly progress report related internships developed. The first report should be submitted no later than June 30, 2015 with the last report to be submitted no later than June 30, 2016 (a total of 5 reports);
- Development of at least 30 internships for disconnected or “opportunity youth” (those that are out of school, or at risk of leaving school and with multiple barriers to employment in 2016);
- Retention of internship development positions throughout the duration of the agreement that will serve as part of the employer engagement team coordinated by OEWD;
- Quarterly progress reports related to the development of Health & Life Sciences Pathway for students that are enrolled in Health & Life Sciences courses within DPS, DTCC, & NCCU;
- Development of an employer engagement strategy that includes findings from the data gathered during employer visits by the employer engagement team coordinated by OEWD;
- Payments made based upon the receipt of deliverables.

Alternatives

The City Council could elect not to enter into a contract with Made in Durham. This could prevent the Durham Workforce Development Board from having a valuable partner consisting high level private sector members that can help achieve meaningful outcomes for Durham’s youth.

Financial Impact

Funding for this contract would come the special contractual services line item within the workforce development general fund in FY15 and FY16. FY15 funding is currently in “Appropriations Not Authorized” and will be moved into the aforementioned line item through a budget transfer. The FY16 portion is available in the FY15-16 budget.

SDBE

This section is not applicable because no goals have been set for this item.