



Mississippi Valley Workforce Development Board

Youth Committee Meeting Agenda

Monday, April 8, 2024 at 4:00 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/83601949703?pwd=RCszWjdQeU1ONlZKYnB3aUxRa2VZZz09>

Meeting ID: 836 0194 9703

Passcode: 548009

One tap mobile: +13052241968,,83601949703# US

Called to Order	Jacob Nye
Roll Call	Tyler Lanz
*Consent Agenda	Jacob Nye
Excused Absences	
Approval of Agenda	
Approval of Previous Meeting Minutes	
New Member Introduction	Mandy Tripp
InsideTrack Mentoring (Page 4)	Mo McKenna
STANDING REPORTS	
Equus Youth Report (Page 8)	Shannon Weaver
Virtual Reality Metrics Report	Shannon Weaver
NEW BUSINESS	
Text Messaging Platform (Page 16)	Miranda Swafford
Youth on Youth Committee Updates	Tyler Lanz
Other Business	
Public Comment	
Adjourn	Jacob Nye

*Items Requiring a Vote ** Items Requiring a Roll Call vote

Accommodations

Accommodation is available upon request for individuals with disabilities. If you need accommodation, please contact Mandy Tripp at assistant@mississippivalleyworkforce.org or at 1-844-967-5365 option 2.



Mississippi Valley Workforce Development Board

Youth Committee Meeting Minutes

Monday, March 11, 2024 at 4:00 p.m., via Zoom

Members Present: Jacob Nye, Rebecca Ruberg, Regina Matheson, Heather Halbbrook, Charlene Fitzgerald

Members Absent: Carol Reynolds, Andy Sokolovich, Martha Bell

Staff Present: Tyler Lanz, Strategic Partnership Specialist, Miranda Swafford, Executive Director, Mandy Tripp, Compliance Officer and Louise Butherus, Communications Assistant

CEO Present: Shane McCampbell

Equus Staff: Cherisa Price-Wells, Regional Director, Taylor Longstreth, Title I Operations Manager, and Shannon Weaver, Project Director

One-Stop Operator:

CALLED TO ORDER

Nye called the meeting to order at 4:01 p.m.

QUORUM

There was a quorum to conduct business.

CONSENT AGENDA

The consent agenda included approval of the agenda, excused absences, and approval of previous meeting minutes. Matheson made a motion to approve the consent agenda, seconded by Halbbrook, and motion carried.

EQUUS JANUARY YOUTH REPORT

Weaver reviewed current outreach strategies and highlighted recent events including SCC Stem Fest in Burlington, Lee County Economic Development Group Career Expo and New London's College and Career Fair and several other school outreach activities. Weaver noted a busy month for February outreach which also included the Quad Cities Youth Conference Career Fair, the Always Safer Foundation and the Center for Behavioral Health in Davenport. Weaver noted a steady stream of youth referrals and was interested to see 5 Promise Jobs which is higher than normally received. Weaver reported 8 out-of-school youth enrollments, which is 80% of the deliverable 0 in-school youth enrollments, 0 entered Occupational Skills Training, and 2 entered Work-Based Learning. Weaver mentioned the Caseload at 105 Active, 72 Follow up for 35.4 average caseload. Weaver noted the customer satisfaction rate was 99.02% with 17 surveys completed. Weaver reviewed the Youth elements activities and commented that the elements not showing services for the program year, there are some grey areas about what goes in what, further noting some conflicting information from the State. Weaver noted 12 stipends and 32 incentives were paid out in February. Weaver also reported outcomes: 4 HiSET, and 9 unsubsidized employments 1 Personal Lines Insurance License and 4 measurable skills gains Weaver shared the participant highlights including a Des Moines County individual with a

disability and no previous employment who received his AA Degree was referred by Iowa Vocational Rehab. The participant was placed on work experience with a local store and after finishing his work experience a position at the store opened and he was hired. Nye commented he has been watching the Youth elements numbers and for the ones that are not doing well he requested to select 1 element each month for a focused review with hopes that the committee can help have some impact to help turn some numbers around.

VIRTUAL REALITY METRICS REPORT

Weaver presented the VR metrics report and noted February was a much busier month, utilizing the headsets a lot for Career exploration.

REVIEW Q2 PERFORMANCE

Tripp presented the Q2 performance and reported that we missed the Employment and Credential goal for the 4th Quarter, further noting that the Credential attainment percentages have stayed the same and should go up based on those being reached last month. Weaver commented that the participants that received their high school diploma will not show up for another 6-24 months. So measurable skills gain is the only real time and that one we met. Nye asked about Future Holds, Weaver commented that Q3 employment rates are getting better and anticipates employment as well as Credential in the 4th quarter going up.

YOUTH ON YOUTH COMMITTEE

Lanz reviewed the Youth-on-Youth Committee approach that was also briefly discussed in the January Youth Committee meeting. Lanz mentioned bringing youth in to attend the Youth Committee meetings as an advisory capacity further noting they would not vote nor be counted in quorum, but they would be able to offer their perspective on the activities and the services that are being provided for the youth program. Lanz further noted that other non-profits have various approaches to including the youth in their meetings and next steps would be to decide what format we would want the youth attendee to participate in. Lanz commented that we would then have Weaver and Longstreth identify a youth that could offer that perspective, following up with training to explain the process. Nye commented it would be credited to their FEO and his preference would be to invite them to every meeting. Lanz inquired as to whether this should be a voting item and Swafford noted that it should be approved by the Executive committee and recommended that the youth committee also vote. Matheson made a motion to approve moving forward with the Youth Member on Youth Committee and Ruberg 2nd. Motion carried.

OTHER BUSINESS

There was no other business.

PUBLIC COMMENT

There was no public comment.

ADJOURN

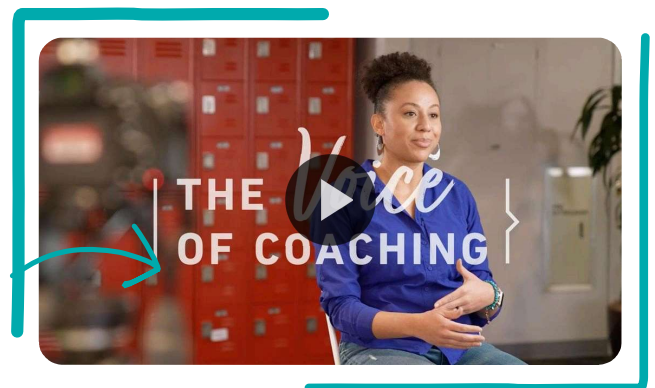
Nye requested a motion to adjourn. Matheson made a motion to adjourn Ruberg seconded. Nye adjourned the meeting at 4:30 p.m.

InsideTrack Mentoring

What Is InsideTrack Coaching?

InsideTrack Coaching is a highly effective solution that provides holistic, tailored support to individuals on their way to achieving their educational and career goals. Using our evidence-based, research-confirmed methodology, our coaches assess and address potential risk factors and opportunities to help individuals develop the knowledge, skills and beliefs they need to advance.

Our equity-centered coaching model is designed to support *all* learners, empowering individuals to overcome barriers, harness the power of their own strengths and progress toward their full potential.



Holistic and personalized

Our relationship-based approach to coaching helps individuals assess their unique challenges in and outside of school, reconnect with their strengths and values to build motivation, and co-create a plan for achieving their goals.

Coaches support learners in building knowledge, confidence and purpose as they manage school, family, work and other commitments — all designed to promote lifelong success and lasting transformation.

Human-powered and tech-enabled

Our strategic outreach approach delivers various levels of flexible support — from scheduled reminders to intensive one-on-one coaching sessions. Coaches connect the way that works best for each individual, whether that's by phone, email, text or video chat. While technology enables our coaches to achieve broad reach and scale, our impact is always rooted in personalized, authentic connection and support.

Coaching for educational and career advancement

From colleges and universities to the workforce and beyond

With deep roots in higher education, we continue to coach students at community colleges, public and private universities, online programs and beyond. But that's just part of the story. We also provide coaching for local and national workforce boards, state work-related agencies and employer talent development.

[EXPLORE OUR PARTNERSHIPS →](#)

Coaching can help your organization:

- **Improve enrollment and re-enrollment**

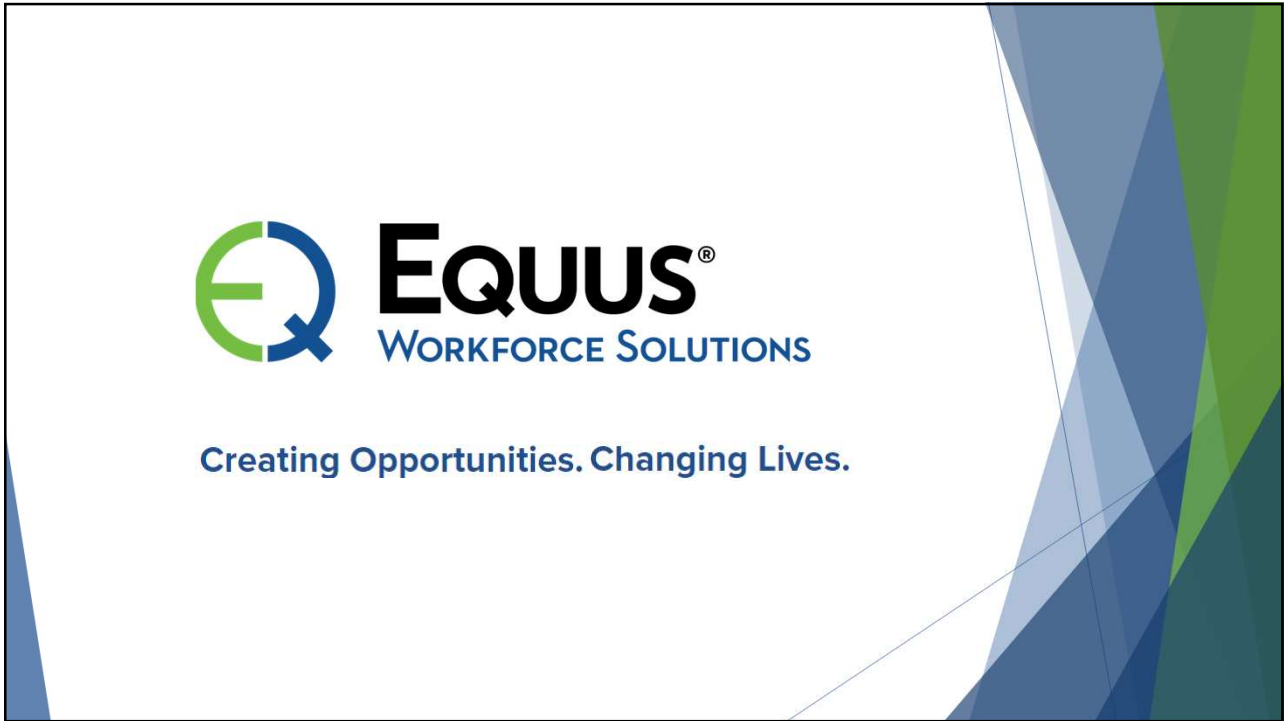
- **Help learners persist and complete**

- **Accelerate career readiness**

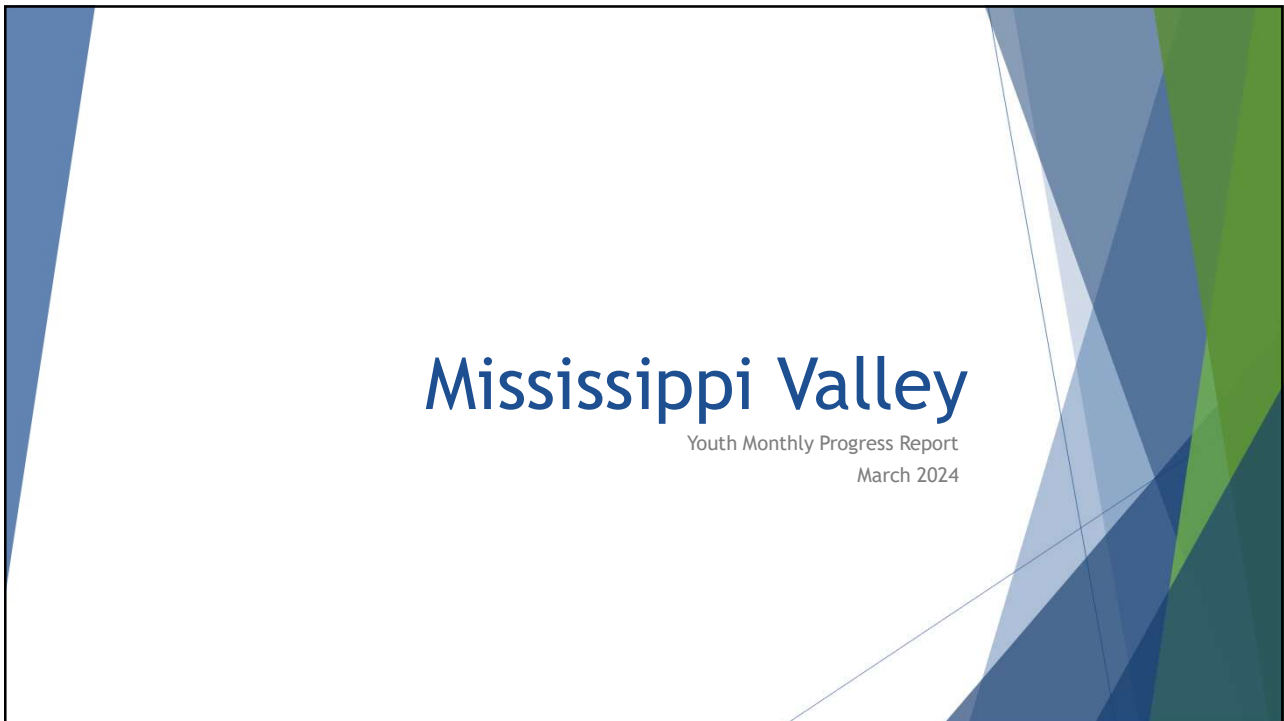
- **Upskill and reskill employees**

- **Build a culture of inclusion and belonging**

Equus Youth Report



1



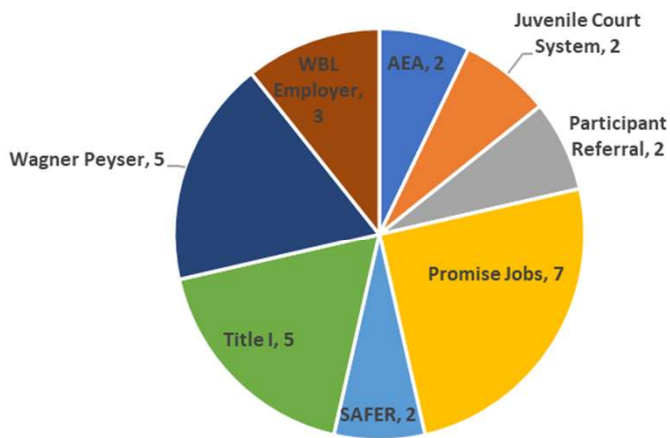
2

Outreach

- ▶ Keokuk High School Career Expo
- ▶ Office Hours at HiSET classes at Mt. Pleasant, Muscatine, Fort Madison, Clinton
- ▶ Burlington, Fort Madison, Keokuk HiSET Orientations
- ▶ Lee County Juvenile Detention
- ▶ Mt. Pleasant High School
- ▶ Clinton Resource Center
- ▶ Maple Leaf Center-Burlington
- ▶ Youth Shelter Advocate from Family Resources
- ▶ Youth Wellness Coalition Event
- ▶ Rosecrance
- ▶ Scott Community College-will present at inservice April 5
- ▶ Safer Foundation

3

Burlington/Davenport Youth Referrals (March)



4

Performance

Enrollments	March	YTD Actual	% of Goal (60)
In School Youth	0	5	
Out of School Youth	4	47	86.7%

Scholarships	March	YTD Goal	YTD Actual	% of Goal
Occupational Skills Training	1	12	23	191.7%

WBL	March	YTD Goal	YTD Actual	% of Goal
Work Based Learning	0	27	19	70.37%

5

- 3/28/2024 Barbie was very helpful. She was willing to go out of her way to make us comfortable and be as helpful as possible.
- 3/27/2024 I believe that there is nothing that needs to be improved on. The help I receive has inspired me to keep pushing towards my goals.
- 3/25/2024 Kimberly Arnolds was extremely helpful and enthusiastic about helping me with the program.
- 3/15/2024 My case manager Michaela is very helpful anytime I need her. She responds quickly and is a major part of why I have been able to stay in school and preform well.
- 3/15/2024 Michaela S is been amazing. We are always in contact with each other and have regular check ins and if I have any questions, or if I am looking for a resource, she either leads me to it and helps me through it, or finds out what other Community Resources are available.
- 3/15/2024 My case manager Michaela goes above & beyond & is very helpful, professional & friendly.
- 3/11/2024 By directing me in the right direction for my career and no area need work on you did great by helping
- 3/7/2024 Helping me get started with my cdl
- 3/7/2024 Makayla is very nice to talk to. She listens and answered all my questions. She helps find the solution to my questions.

95.63% Customer Satisfaction Rate

16 Surveys completed

Legacy in Action

6

Sector Event

Mt. Pleasant High School

Thursday, March 21, 2024

- ▶ Held in Mt. Pleasant High School Library
- ▶ Designed to educate about healthcare and trades careers
- ▶ Students signed up for 15-minute slots to use the VR Headsets for career exploration
- ▶ Forty-one students participated
- ▶ Informational flyers about healthcare and skilled trades careers were distributed, showing career pathways, salaries, training options, and local employers
- ▶ IowaWORKS mobile unit was onsite as well; fifteen individuals toured it

7

Youth Elements

These are the activities that were newly opened in the month

Youth Element	Service	Services Provided in March	Youth Impacted in March	PY23 Services Provided	PY23 Youth Impacted
1	Tutoring, study skills training, dropout prevention	0	0	5	5
2	Alternative secondary school services	1	1	1	1
3	Paid and unpaid work experience	0	0	19	19
4	Occupational skills training	1	1	23	23
5	Ed. offered concurrently with workforce prep.	0	0	0	0
6	Leadership development	0	0	2	2
7	Support services	36	20	349	236
8	Adult mentoring	0	0	0	0
9	Follow-up services	5	5	41	36
10	Comprehensive guidance and counseling	0	0	0	0
11	Financial literacy education	0	0	4	4
12	Entrepreneurial skills training	0	0	0	0
13	Services that provide labor market info	56	52	560	493
14	Postsecondary prep and transition activities	3	3	9	9

8

Stipends/Incentives

Stipends-paid out for attendance for high school or high school equivalency or class related to 14 elements

- ▶ 11 Paid Out

Incentives-paid out for measurable skills gain, achievement of basic skills, completion of a goal, FEO credits, perfect attendance for employment, employed after exit

- ▶ 20 Paid Out

9

Outcomes

6 New Unsubsidized Employment

1 High School Diploma/Equivalent

1 Life Insurance License

1 Phlebotomy Credential

12 Measurable Skills Gains

10

Participant Highlights

- ▶ 24-year old OSY in Scott County successfully completed their phlebotomy course and passed the NCCT phlebotomy technician certification exam while working!
- ▶ 21-year-old OSY single parent in Lee County completed three of the five HSET exams this month. We are looking for an internship in auto mechanics in Keokuk.
- ▶ 22-year-old OSY in Scott County had been released from jail less than a year ago and was working with Safer Foundation. He had dropped out of high school. He told his career planner, Kenzie, that he didn't care about school before and his support system at the time didn't stress its importance. He stated that he never wants to go back to jail. He also has two sons and wants to show them they can achieve their dreams. He completed his High School Equivalency and came in to show Kenzie. Kenzie stated, "He was smiling so big when I walked up and he held out a paper saying, 'Look, I did it!' He was beyond proud of himself. He told me I never thought I was ever going to finish school. He is so excited to take the next steps into his future."

Virtual Reality Usage Report

*Text Messaging Platform

Reason: Text messaging identified as a youth outreach strategy.

Action Requested: Approve Engage by Cell as the platform/
provider for text messaging outreach.



Text Messaging Platform & Pricing



Text Messaging

Our exclusive two-way text messaging platform provides a great opportunity to stay in touch and engage with the youth in your program, their parents, and staff. You can send a mass message to a large group, schedule texts for future sending, and have one-on-one conversation if needed all through our platform. We work with hundreds of workforce development organizations across the country to help them meet their youth where they are at - on their phones! With a 98% open rate, text messages very rarely go missed, unlike emails, phone calls, and social media.

This platform includes:

- 10 digit long code (local phone number) and keyword for people to opt in and join a list
- QR code you can share for people to scan for even easier opt in
- Segmented contact lists that can be uploaded directly from excel - have as many different lists as you'd like
- Schedule texts with information and reminders that will be sent whatever date, time, and frequency you choose
- Receive responses, have one-on-one dialogue and personalize messages without alerting people in the list
- Additional Sub Accounts (individual phone numbers for each coordinator or case worker) are available for purchase to keep contact lists, scheduled texts, and replies organized and separate from other administrative users
- Unlimited administrators and users
- Robust reporting and analytics in the dashboard
- Support and training along the way

Info Sheet: [Text Messaging Services](#)

Pricing

Text Messaging Service	Setup Fees	Hosting Fees
Text Messaging Platform*	Waived	\$300 per month
Yearly carrier fee the phone companies charge (required for local phone number)	-	\$232 per year
Additional Sub Accounts (as needed)		\$5 per month, per phone number
Bundle of 5,000 SMS Text Messages (purchase as needed)	-	\$300 as needed

Total due in full upon signing a 12 month agreement after the 30 day trial period. Additional text message bundles available in various sizes for purchase. Text message bundles purchased upon first signing with Engage by Cell will not expire.

*The pricing above is specific to the youth department of 6 or so employees we spoke with. We'd be happy to explore discounted pricing if other departments would like to get involved as well!

End of Year Promotion -

Try our services for 30 days - free! Sign with us by December 31, 2023 and you have until January 31 to try it out and make sure we're a good fit.

Youth on Youth Committee Updates