

Maryvale+ Workforce Initiative

MARYVALE+ DEFINED

- 391,947 residents
- 44% under the age of 24
- 7,200 people/square mile density
- Size of Cleveland, Ohio on 2/3 the land mass
- Maryvale represents approximately 5% of Arizona's population but makes up:
 - 12% of the State's unemployed
 - 9% of the State's SNAP recipients
 - 22% of the State's adult AHCCS (Medicaid) recipients
 - 28% of the State's TANF Cash Assistance recipients

MARYVALE+ INITIATIVE GOAL

- 2,500 job placements by June 2018

WORKFORCE STRATEGY

- **Entry-Level jobs**
 - Focused on Opportunity Youth & Adults
 - Bilingual: English-Spanish
 - Retail and Service Sector Focused
- **Career Advancement**
 - Foster internal career advancement with existing employers and industry sectors
 - Assist existing workers advance from entry-level jobs to mid-level employment opportunities with key strategic partners (i.e. Chase Bank, State Farm, Discover, American Express etc.)
 - Promote post-secondary and industry recognized credentialing

FUNDING

Braided funding model leveraging federal, state, local, and charitable giving:

- **Anchor Funding:** U.S. Department of Labor Workforce Innovation and Opportunity Act (**WIOA**)
- Additional funding provided by partners including the Walmart Foundation, Pulliam Foundation, Starbucks, and State Farm



MARYVALE+ WORKFORCE CAMPUS

- Establish workforce campus in Maryvale by January of 2018
- Provide flexible meeting space for partnering workforce service providers
- Provide Workforce Workshops: resume clinics, soft skills development, interviewing, etc.
- Offer GED classes and ABE services
- Facilitate basic college courses in partnership with Maricopa County Community College District



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