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

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

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

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