



Date: July 6, 2021

To: Wanda S. Page, City Manager
Through: Keith Chadwell, Deputy City Manager
From: Andre Pettigrew, Director, Office of Economic & Workforce Development
Subject: Contract with Made In Durham

Executive Summary

This item has been prepared in order to complete a contract for service with Made In Durham to develop work-based learning opportunities for Durham youth and to support business engagement in developing career pathways. The contract is not to exceed \$100,000.

Motion

To authorize the City Manager to execute a contract with Made In Durham to develop work-based learning opportunities for Durham youth and to support business engagement in developing career pathways in an amount not to exceed \$100,000.

Background

Made in Durham has had an incredible year in the midst of COVID, in large part due to the continuous support of the City of Durham. Their work in projecting and sharing the anticipated disengagement, learning loss and drop-out rate of our DPS youth has created a strong collaborative of community based organizations that are working with DPS staff to address and minimize COVID's impacts in academic progress and in their social and emotional health. While it is anticipated that this year's data will indicate a significant disengagement of youth, Made In Durham and its partners are prepared with innovative initiatives to re-engage them. Made in Durham has also convened and led a partnership to assist Durham residents to understand and become engaged in careers in the booming life science industry in the Triangle. The BULLS initiative has brought together 8 organizations that represent the spectrum of supply and demand talent needs to align and resource our talent development pipeline for the life science industry. Thanks to these partners, the BULLS initiative is producing triple digit increases in our training enrollment and direct connections to job opportunities. All indications are that the need for this focused work will only continue to increase in the 2021.

Issues and Analysis

The learning loss and drop-out rates for the upcoming DPS year are now expected to exceed our earlier projection of 10 to 13%. Assisting our youth in getting back on track will be an important priority. As the BULLS initiative continues to grow, a focused and intentional strategy to scale the efforts and ensure a strong commitment of equity to our communities of color in Durham is a top priority. Equally important, Made In Durham will need to begin planning how to use the BULLS template to increase the talent pipeline success in other key industry sectors in Durham, specifically IT and the skilled trades, as current projections show significant talent demands will begin to grow post COVID.

Made in Durham has requested funding from the City in the amount of \$100,000 for fiscal year 20/21. The City has provided funding for Made In Durham each year since its inception in 2015.

The requested funding would allow Made In Durham to add a dedicated staff position to manage the BULLS collaborative. Made in Durham has acted as convener and manager of the initiative from concept to completion of year one's results. Moving forward, Made In Durham will need to manage not just the current ongoing activity of the collaborative, but plans also to oversee the design and development of the equitable scaling of the BULLS Academy, including the engagement of communities of color in its design. Funding for this position will also free up existing staff expertise to work on the design for expanding the work to support the talent demand in additional growth industry clusters.

Alternatives

City Council could choose not to approve funding for Made In Durham. In doing so, the BULLS initiative would not be funded, and Made In Durham's goals as per the Statement of Work may not be achieved.

Financial Impact

The contract with Made In Durham is an expenditure that was budgeted as part of the Workforce Development General Fund in the amount of \$100,000. There are no ongoing expenses associated with the contract, and there are no revenues associated with this item.

Equal Business Opportunity Summary

This item is annual ongoing funding and was not reviewed by the Department of Equal Opportunity/Equity Assurance for compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

Contractor Workforce Diversity & Hiring Practices

Due to the nature of this agenda item, obtaining Contractor Workforce Diversity & Hiring Practices information is not applicable.

Attachments

- Contract with Made In Durham containing 13 pages