

## A G E N D A



## Recommendation for Council Action

Austin City Council		Item ID	71633	Agenda Number	15.
Meeting Date:	6/22/2017			Department:	Economic Development
Subject					
Authorize negotiation and execution of an interlocal agreement with the University of Texas at Austin's Ray Marshall Center for process development, data collection, and analysis of youth-focused programs in science, technology, engineering, math, creative and entrepreneurship workforce development programs for a total contract amount not to exceed \$100,000.					
Amount and Source of Funding					
Funding is available in the Fiscal Year 2016-2017 Operating budget of the Economic Development Department.					
Fiscal Note					
A fiscal not is not required.					
Purchasing Language:					
Prior Council Action:	<p>On September 14, 2016, Council approved Ordinance No. 201609147-001 adopting the Fiscal Year 2016-2017 Operating Budget including \$50,000 for the Einstein Challenge.</p> <p>On August 18, 2016 Council postponed action on agenda item 30/Item ID 6116 to Authorize negotiation and execution of an interlocal agreement with The University of Texas for data collection and analysis in support of programs measuring the effects of youth focused programs in the 4 school districts in Austin 3 Title 1 schools, STEM organizations and participating local Technology companies. The purpose is to measure how many Title 1 Schools are currently in the STEM, creative and entrepreneurship pipeline in Austin schools with high incidence of poverty. The results will be used so evaluate an design connectivity between education and careers in cluster industries.</p>				
For More Information:	Kevin Johns, Director, EDD, 974-7802; David Colligan, Global Business Recruitment and Expansion Manager, EDD 974-6381				
Council Committee, Boards and Commission Action:					
MBE / WBE:					
Related Items:					
Additional Backup Information					

The Economic Development Department will contract with the University of Texas at Austin's Ray Marshall Center in cooperation with University economic and research teams to collect and validate data to support an evaluation of financial outcomes resulting from existing adult training programs (a sample of 300 adults will be used), and, to measure the reach, and effectiveness of public and private science, technology, engineering, math, creation and entrepreneurial initiatives on poverty youth in Title 1 Schools in all 4 Austin schools districts.

The workforce research will form the basis of metrics and recommendations to Mayor and City Council on future funding and evaluation strategies. The research will be included in performance metrics for the Regional Workforce Master Plan; the data will provide a basis for measuring the financial return on investment impact analysis for hard to employ and middle skilled jobs associated with emerging new Chapter 380 Agreement economic incentive policy. The data collection will also respond to City of Austin Auditor requests for outcome based workforce contract measures; and will provide the system and financial basis for expanding the pipeline of youth living in poverty to fill the vacant jobs in the technology cluster industries of Austin.

Over a 12-month period, the Ray Marshall Center will work with stakeholders, workforce organizations, area employers and local school districts, using a collective impact model framework, to establish regional baseline metrics to classify and demonstrate the current landscape of youth focused programs in Science, Technology, Engineering, Mathematics, Creative and Entrepreneurship (STEM-CE) for study and careers. Through the course of this evaluation, the Ray Marshall Center will develop appropriate measurement instruments and techniques, produce a report describing current relevant activities, and propose methods and processes for the future evaluation of youth STEM-CE programming. This gap analysis includes development of a collective impact model, based on analysis of existing systems of both adults and youth workforce to career connectivity. The analysis will identify gaps in service and the effectiveness of the existing system to reach Title 1 Schools, in training, financial, and social economic outcomes.

For adults, the research work plan will be used to present a return on investment on individuals who previously received training and obtained middle skill employment. The outcome based impact model will calculate the amount of taxes now being paid by the individuals, and municipal cost savings from subsidized programs that support lower-income citizens.

For youth, the systems analysis will identify gaps in services using quantitative and qualitative data. This gap analysis will provide a comprehensive system evaluation and recommendations for improving access for lower income students to training, internships and career opportunities.