



# Tulsa, OK

## Workforce & Employment

### KEY OUTCOMES

#### Long-term

Employment and labor force participation rate, wage advancement, further educational attainment/rates of transfers into longer-term education after NextUp program completion.

#### Short-term

Career training & academic program (e.g. high-school equivalency, higher education) enrollment & completion, soft skill/life skill acquisition, job placement/hiring rate, perceptions of civic support and self-assigned life evaluation scores (in alignment with CitiVoice index).

### BARRIERS

- Historic under-investment (low trust and social capital).
- Low high-school attainment and high poverty rate in target neighborhood (North Tulsa).
- Existing Tulsa Community WorkAdvance program not purpose-built for youth, who are less likely to know about the program, apply, or possess the skills required to succeed.

### INTERVENTION

Work with the City of Tulsa and Tulsa Community WorkAdvance to **refine and expand the services offered to Tulsa youth through NextUp**, while also developing an **evaluation plan** to support continuous improvement and impact measurement. The program changes will include: implementing strategies to recruit the target population into the program, building resiliency and motivation through coaching modules, and expanding work experience opportunities for participants in city government.

ALIGNMENT TO FIVE CRITERIA



**Evidence base**

The existing Tulsa Community WorkAdvance program has been rigorously evaluated with positive results. And, the recommended programming changes and additions will be informed by the youth employment programming literature, advice from recognized national experts, and / or the behavioral science literature.



**Mayoral priorities**

This intervention reflects the Mayor’s priority of ensuring that youth in North Tulsa benefit from the new, high quality jobs resulting from Tulsa’s strong economic development.



**Scalability**

The opportunities for wider impact include: 1) using learnings to inform the design of other workforce programs in Tulsa and 2) adding to the national discussion and evidence base around career development and sectoral training models for youth.



**Feasibility**

NextUp is already running in a “beta” phase so changes and additions to existing programming can be implemented and tested within initiative timelines.



**Leverage taxpayer resources**

NextUp receives funding from a combination of public and private sources. Improving the effectiveness of the program means that dedicated taxpayer and philanthropic resources would have a larger impact on outcomes and reduce the need for additional taxpayer resources to support participants later in life.