



DATE: April 14, 2015

CATEGORY: Consent

DEPT.: Community Services

TITLE: **Accept and Appropriate Donation of Grant Funding from LinkedIn Corporation to Support The View Teen Center**

RECOMMENDATION

1. Accept and appropriate donation of grant funding in the amount of \$115,000 from LinkedIn Corporation to expand programming at The View Teen Center in 2015 with options for additional funding of \$115,000 in calendar years 2016 and 2017. (Five votes required)
2. Authorize the City Manager to execute an agreement with LinkedIn for terms of the donation including tracking and reporting of funds spent.
3. Authorize the City Manager to accept and appropriate additional donations of \$115,000 in calendar year's 2016 and 2017. (Five votes required)

BACKGROUND

In preparation of opening The View Teen Center in November 2014, staff made contact with local businesses to see if there was interest to help offset the cost of new computers in the Teen Center computer lab. Staff reached out to businesses, including LinkedIn, to determine the level of interest.

Initially, LinkedIn did show interest in supporting the Teen Center and offered to provide 10 used laptops that were no longer used by employees. Following this initial interest, LinkedIn representatives contacted City staff to discuss additional ways that LinkedIn could help support the Teen Center. LinkedIn representatives met with staff to review the types of programming the City was scheduling for the Teen Center and showed a desire to assist with the expansion of programming and services to further meet the needs of the teens in Mountain View.

Prior to the grand opening of The View Teen Center, LinkedIn provided the City with a letter stating The View Teen Center programming and goals align with a new LinkedIn

effort called "Engage In." This program was developed to positively impact youth employment in each community where they have a workplace. They have committed to provide funding of \$115,000 in 2015 which may be used at the City's discretion. LinkedIn requires semiannual reporting stating how the funding was used and describing the resulting program outcomes as well as identifying future programming goals or initiatives for the next six-month period. LinkedIn also stated in the letter that two annual grant renewals of \$115,000 per year may be available for 2016 and 2017.

ANALYSIS

LinkedIn is prepared to enter into an agreement and provide funding for 2015 once Council provides approval and an agreement is executed with the City. The grant funding for 2015 will be used to positively impact the Teen Center participants by meeting the need for computers as well as creating new programming that is not currently offered at the Teen Center. The following proposed expanded programming was created by reviewing a list of desired program elements that was compiled from teen surveys and focus groups conducted on school campuses in preparation of the Teen Center grand opening and align with LinkedIn's "Engage In" initiative.

The first priority will be to utilize approximately \$30,000 to purchase and install 12 new desktop computers in the Teen Center computer lab and to upgrade 10 used laptops donated by LinkedIn. These computers will be available to students to use to complete homework and new skills can be learned through computer-related classes and workshops.

The remaining funding will be used to implement new programs focused on youth employment, college preparation, job skills, as well as youth leadership, community engagement, and volunteerism as desired by teens in the surveys and focus groups.

The first type of new programming will be workshops. Teens will be able to engage in workshops such as career exploration, résumé writing, college application assistance, public speaking, leadership, computer coding and programming, as well as learning basic software applications ranging from Microsoft Word and Excel to Publisher and more. These workshops can be offered as a one-time offering or as a series depending on the interest level of teens. LinkedIn employees have shown interest in volunteering time to help assist in identifying specific programs to help teens develop these skills.

In addition to scheduling instructors to implement the new workshops, staff will also focus on volunteerism and community engagement. Examples of programming would include creating a peer mentoring program, expanding opportunities through NOVA Youth Employment Services to promote youth employment and volunteer

opportunities, and volunteer service learning opportunities will be created for teens to gain job skills.

The survey results from teens also showed a desire for more college-related information to be available. Staff proposes to create a "College Corner" within the Teen Center where teens can find a variety of college-related materials. In addition to information about colleges and SAT/ACT preparation classes, teens have shown interest in parent/teen college preparation workshops where both teens and parents can learn about the process of choosing colleges and completing the application process. There is also an interest for the Teen Center to host special events to invite local business employees to share personal experiences regarding college and career choices. Tours of local junior colleges and universities may also be scheduled as part of the outreach to provide more college-related information.

Many of these programs have been discussed in advance with LinkedIn and they are supportive of these initial ideas. Should Council approve the funding, an agreement will be executed and staff will work with LinkedIn to develop an agreed-upon mechanism to ensure funding is tracked and performance measures are reported according to the terms of the agreement.

FISCAL IMPACT

There will be no fiscal impact to the General Operating Fund. Grant funding of \$115,000 will be appropriated in the Community Services Department to implement programming as well as purchase new computers and upgrade the donated laptops. Funding will be tracked and any balance at fiscal year end will be carried over to the new fiscal year.

ALTERNATIVES

1. Do not accept grant funding.
2. Provide additional direction determined by Council.

PUBLIC NOTICING – Agenda posting.

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JRM/7/CAM
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