



Early Learning, Career Pathways and Higher Education Attainment in Mesa

City of Mesa

Education & Workforce Office Administrator, Sarah Tolar
Economic Development Director, Jaye O'Donnell

Mesa K-Ready Initiative

- Mesa Family Resource Center
- MKR Parent Engagement Workshops
- Read On Mesa
- Community Partnerships



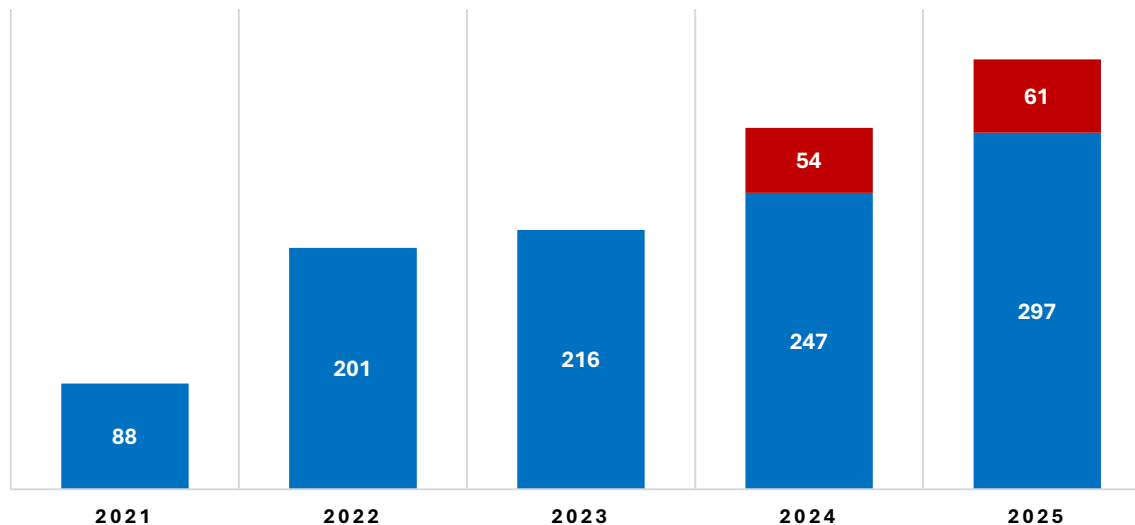


Mesa College Promise Program



MESA COLLEGE PROMISE ENROLLMENT

■ Recent HS Grads ■ Adult Learners



Eligibility Criteria:

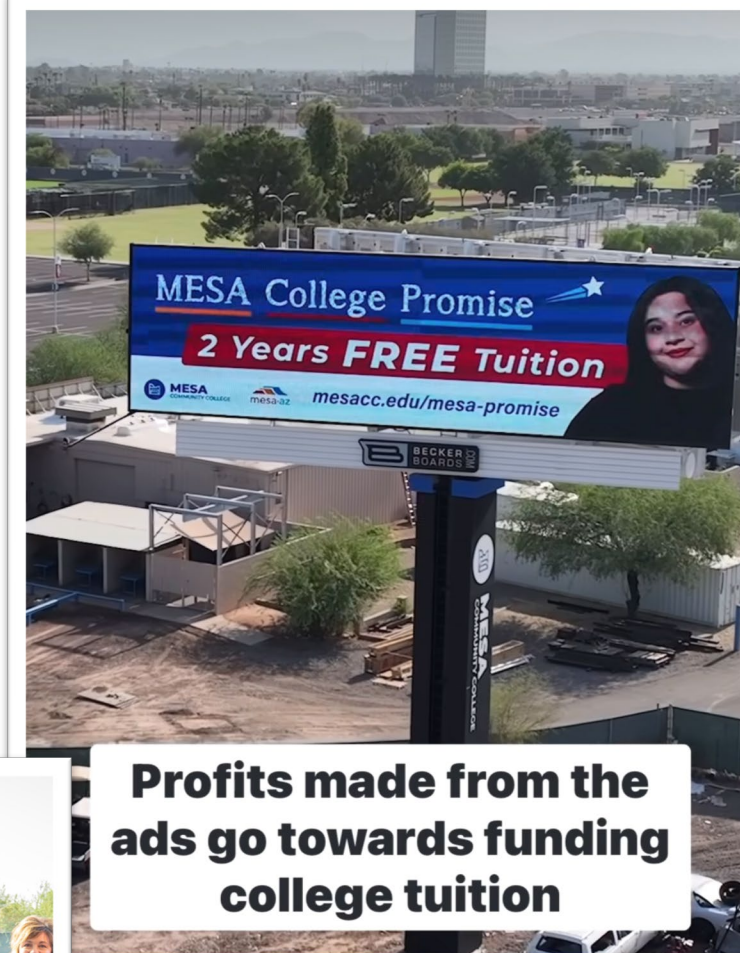
- City of Mesa Resident
- Demonstrate financial need through FAFSA completion
- Earned a high school diploma or GED
- Not previously earned a degree
- Enrolling at MCC in a minimum of 6 credits as a degree or certificate-seeking student in an eligible program of study

Mesa College Promise Billboard Agreement

- Gross Revenue to support operational and direct student program costs
- Allocated City billboard use to support messaging around City services, business, programs, events, facilities
- Public Service Announcement space

Additional Benefits

- Becker Boards contribution of separate endowment gift to benefit Native American students at MCC



Profits made from the ads go towards funding college tuition



Outdoor advertising that speaks to you



Workforce Center

@ M E S A



Workforce Center @ Mesa Partnership

- Hiring Events
- WIOA Enrollment
- Workshops
- Job Seeking Assistance





Mesa Business Builder



Our Vision and Mission

VISION

Mesa, Arizona will be regarded as a premier location for companies and investors seeking an innovative, dynamic city to enhance their competitiveness, including:

- A diverse and sustainable economy
- A leadership team who supports a regional, national, and global approach to economic development
- A partnership between industry and government

MISSION

Mesa's Office of Economic Development (OED) works to enhance Mesa's economy by:

- promoting a culture of quality
- supporting the creation of higher wage jobs
- promoting direct investment
- increasing prosperity of our residents

Our Lines of Service



Business Attraction,
Retention and
Expansion



Entrepreneurship
& Small Business
Development

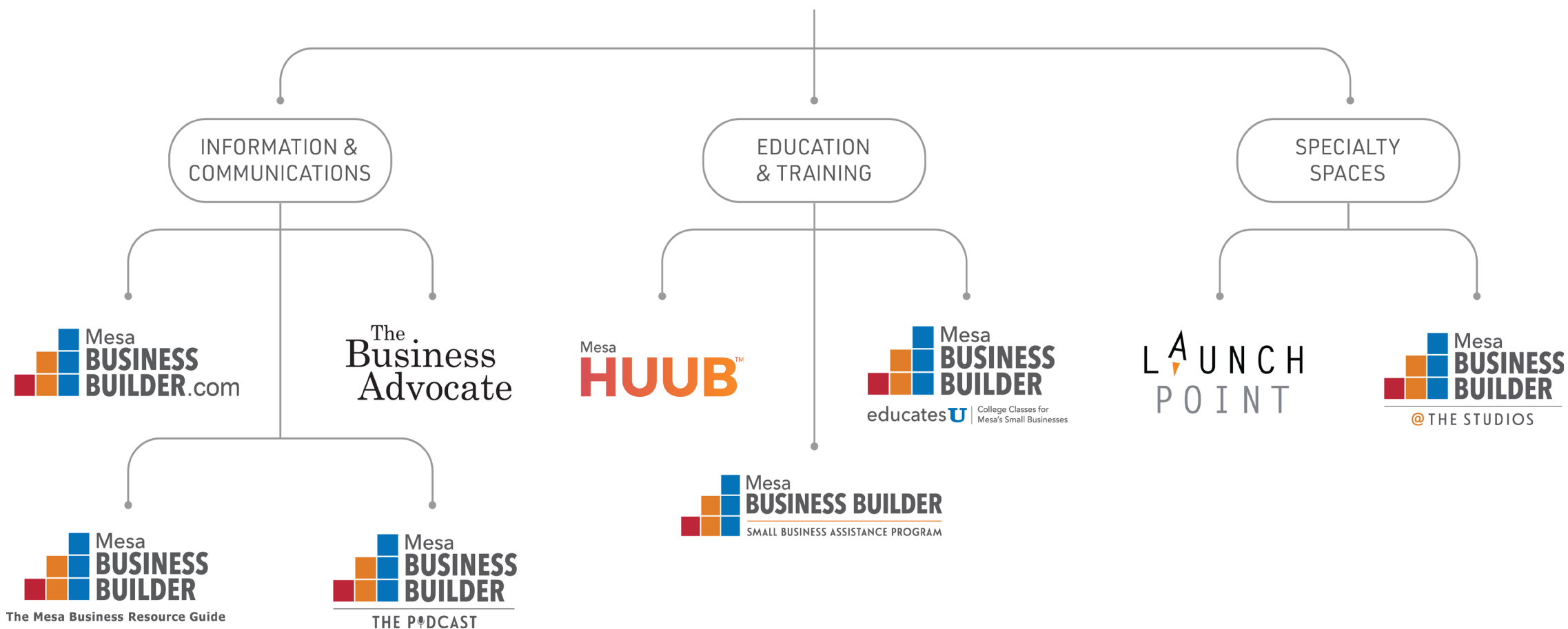


Redevelopment
& Revitalization



Workforce
Development &
Talent Attraction

Programs & Services



Education and Training

SMALL BUSINESS ASSISTANCE PROGRAM

- Digital Media / Social Media
- Marketing / Marketing Strategy
- Business Operations
- Restaurant / Retail Operations
- Financial Literacy
- Business / Planning / Strategy
- Photography / Videography
- Website Development

MBB EDUCATES U

- Partnership with Mesa Community College
- 13 College Certificate (CCL) Programs
- Covers tuition and course fees
- 2 people per business, up to 2 classes per term, per person
- Total to date valued at \$34,156
49 students, 93 classes, 349 credit hours

MESA HUUB PLATFORM

- Learning Library - 140+ Webinars
- Upcoming Events
- Network and Funding Opportunities

Specialty Spaces

LAUNCHPOINT

- Private office space
- Wet and dry labs
- Conference rooms / classrooms / collaborative areas
- Business development assistance
- Networking and training

MESA BUSINESS BUILDER @ THE STUDIOS

- State-of-the-art resource center
- Tools & technology for small businesses, entrepreneurs
- Podcast and AR/VR studios
- Digital development zone
- Software and training
- Collaboration and meeting spaces



Questions & Discussion

