



CITY OF CLEVELAND  
Mayor Justin M. Bibb

# Mayor's Office of Prevention, Intervention and Opportunity for Youth and Young Adults

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559\*2025 Legislation

2025



# Mayor's Office of Prevention, Intervention and Opportunity for Youth and Young Adults

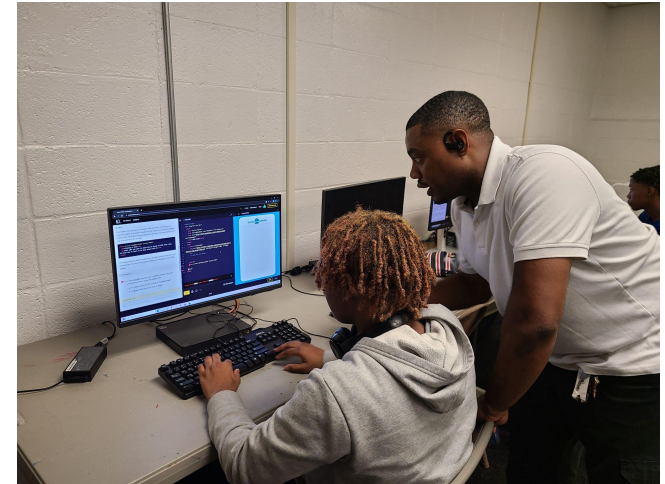
## Agenda

### I. Rhonda Crowder & Associates



## Academy Model Overview

- Y.O.U. Summer Career Academies offer youth the opportunity to earn as they explore specific career pathways in cohort-based work-based learning experiences. These experiences involve opportunities to learn the skills of the field of the specific pathway as well as time to practice implementing those skills as youth work in the field. In addition, youth engage directly with professionals in the field through site visits and/or visit conversations with industry leaders.



## 2023 Overview

### Youth Served

- o Summer - 8 youth started and completed the program
- o Fall - 6 youth started, 5 youth completed the program

### Certificates Earned

- o Coding
  - o Learn HTML - 7 earned
- o Marketing Automation
  - o Marketing Automation Essentials - 1 earned

### Projects

- o Development of brand visual and language to promote NRRC expanded programs
- o Developed a logo
- o Developed a tagline
- o Designed billboard, print ad, and bus shelter advertising
- o Developed social media account and content strategy



## 2024 Overview

### Youth Served

- o Summer - 10 youth started, 9 completed the program
- o Fall - 5 youth started, 4 youth completed the program

### Projects

- o Development of individual logos and website for personal brand
- o Development of multi-media campaign to promote NRRC expanded programs (flyer, landing page, email automation)
- o Create content for social media and execute content strategy via social media

### Certificates Earned

- o Coding
  - o Learn HTML - 9 earned
  - o Learn CSS - 2 earned
  - o Introduction to UI and UX Design - 5 earned
- o Marketing Automation
  - o Automation & Lead Segmentation - 1 earned
  - o Content Marketing with SharpSpring - 1 earned
  - o Creating Compelling Content - 3 earned
  - o Setting up Your Account - 5 earned
  - o Sending Emails with SharpSpring - 2 earned
  - o Tracking Your Marketing Success - 1 earned

Rhonda Crowder & Associates Marketing Academy

