



Annual Report 2013-2014

In the Beginning

Career Street aggressively merged into Erie County at the end of February. While my hire date was Feb 24th, already there was talk as a letter to ~ 50 of the largest employers in Erie County had been distributed prior to my first day, as well as an introduction and demonstration before a large crowd of members of Erie Regional Chamber and Growth Partnership. Since then, I have made approximately **83 presentations** to both small and large groups throughout Erie County. I have reached out to businesses of all types as well as schools and nonprofits.

Accomplishments

Since late February 24, 2014, when the Executive Director started, Career Street has:

1. Met with each Superintendent of the schools
2. Connected with schools that have already committed to Career Street as well as smaller schools that had not yet become engaged
3. Met with each of the Career Street Liaisons
4. Received more than **120 registrants** (businesses, nonprofits, schools)
5. Offered more than **75 career exploration experiences** to youth--these experiences occurred between March and June
6. Reached **approximately 850 students**
7. Sponsored our first **Trolley Tour** for superintendents of schools to tour four local businesses
 - a. Erie Press
 - b. McGinnes Rolled Rings
 - c. Curtze Food
 - d. FMC Technologies
8. Connected with **9 other local employers** as they provided services for the tour
 - a. County Executive's Office
 - b. Flagship Trolley/Hansen's Errand Service
 - c. Jo's Brooklyn Bagels
 - d. Creative Imprints
 - e. Custom Plastic Specialist
 - f. MyFanClip.Org
 - g. Port Erie Plastics
 - h. Tickle's Deli
 - i. Ye Olde Sweet Shoppe

9. The Erie Times News showed up for a ride along and Erica Eriwin wrote a nice article
10. Launched our first electronic newsletter to over **200 email addresses**, with an expectation to submit a new edition every other month.
11. Conducted an advertising campaign in the *Business Magazine* (Manufacturers' and Business Association) and *Erie Magazine* (Erie Regional Chamber and Growth Partnership).
12. Participated in the Erie Gives Day and received **\$1,237 from 12 donors**.

Opportunities to Improve

We continue to get the word out to businesses to encourage them to become a partner with Career Street. The challenge is getting businesses to register with Career Street and post experiences.

We continue to face challenges with the website, but working with Epic Web Studios is making it better.

Getting into the schools

Overall Summary

Trolley Tour--impression was that everyone enjoyed it and felt it was a valuable day.
Newsletter-- Feedback was positive