

**SUMMER YOUTH**  
**EMPLOYMENT**  
**PROGRAM**



**2024**



Where Safety, Opportunity, and the Future Meet

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# YOUTH HIGHLIGHT 2024



## HOST EMPLOYER: IHG HOTELS & RESORTS

*Richard Lundy stood out as an exemplary participant in the 2024 SYEP program, showcasing dedication through his consistent professional appearance and well-defined career goals. His active involvement in the program's activities and ability to lead by example made him a role model among his peers. Throughout his internship, Richard gained valuable insights through a week-long rotation in various departments at IHG properties, including Americano Restaurant, The Club Lounge, and In-Room Dining. These diverse experiences provided him with a broad perspective on career opportunities in the hospitality industry.*

*Reflecting on his internship, Richard shared, "This experience allowed me to interact with professionals in the hospitality industry." He particularly appreciated working at a high-end property known for its excellent customer service. With aspirations to become a professional photographer, Richard plans to invest the money he earned this summer toward purchasing his first camera.*

**Richard Lundy**  
Future Professional Photographer



# MAYOR'S MESSAGE

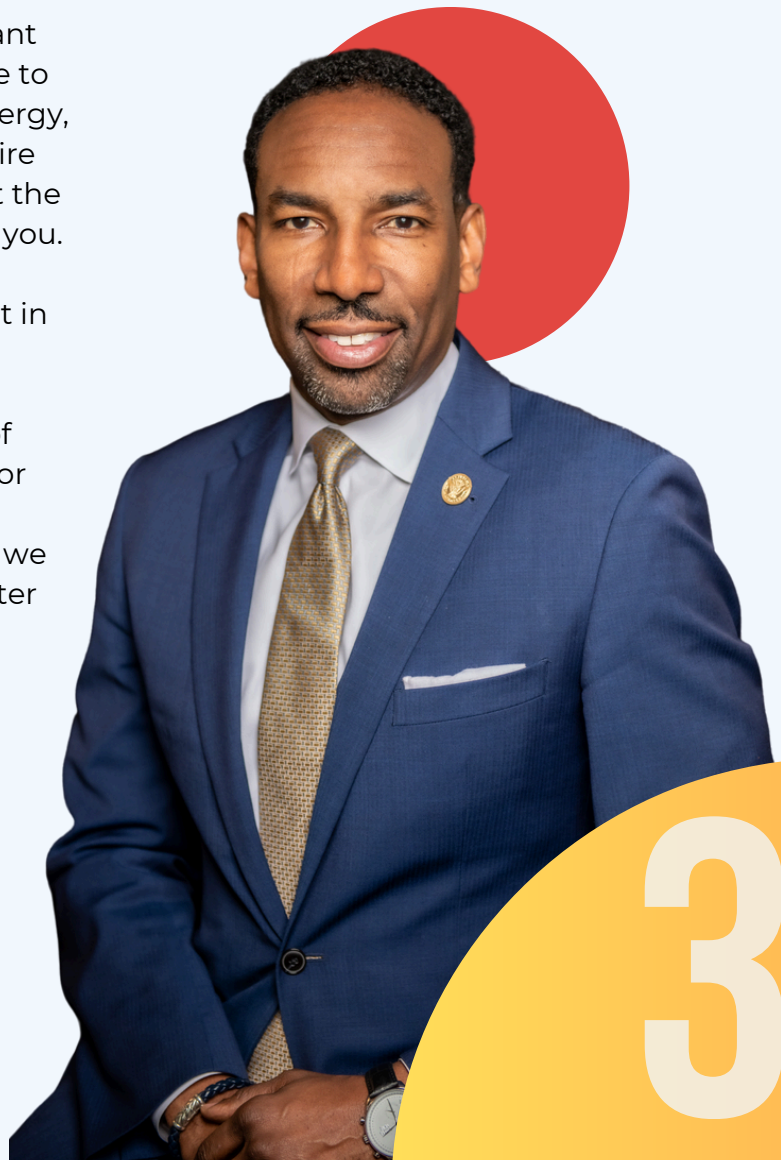
I am incredibly proud of the success of the 2024 Summer Youth Employment Program (SYEP), which continues to grow and exceed expectations year after year. This year's program has not only provided invaluable opportunities for our young people but has also aligned with our administration's **Four Pillars**—One Safe City, a City of Opportunity for All, a City Built for the Future, and an Effective & Ethical Government. A special thank you goes out to our incredible employer hosts, whose support and commitment have been essential to the program's success. SYEP has opened doors to innovation and critical thinking, empowering our youth to pursue meaningful careers. I would also like to recognize the private businesses that enthusiastically reported into our Be Counted! Challenge, further enriching the program and ensuring its broad reach.

This summer, more than **5,000** of Atlanta's youth were employed. The young people who were employed by Atlanta City Government departments earned an average wage of **\$17.70 per hour**. Those employed by the city as well as our external partners earned a total of **\$6.8M**.

Last but certainly not least, I want to extend my deepest gratitude to the youth participants. Your energy, dedication, and hard work inspire us all, and we are excited about the bright future ahead for each of you. The SYEP is more than just a summer job—it's an investment in the future of our city.

Together, with the leadership of the Atlanta Department of Labor and Employment Services (ADOLES) and our entire team, we are building a better and brighter future for Atlanta.

**Andre Dickens**  
Mayor  
City of Atlanta



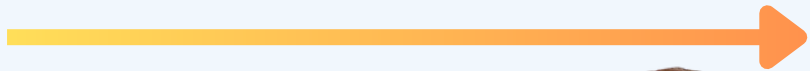


**Odie Donlad II**  
Chief of Staff

In 2022 Mayor Dickens relaunched the Summer Youth Employment Program (SYEP) as the cornerstone of his vision for youth development and opportunity. The success of the program's first year led to an expansion and a declaration of 2023 as the Year of the Youth, highlighted by more than 5,000 youth employed through SYEP, a double digit drop in youth crime and more than \$20 million in additional youth centered investments citywide. With the results of the 2023 SYEP, the Mayor declared every year is the year of the youth in Atlanta, doubling down on his audacious goal of making Atlanta the best place in the world to raise a child.

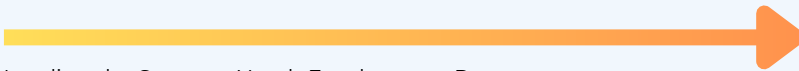
The 2024 iteration of SYEP stands as a powerful example of Atlanta's forward momentum toward that goal. Operationalizing the Mayor's vision for workforce development, employment services, work based learning, and labor relations, 2024 also serves as the first year of the Atlanta Department of Labor and Employment Services, the new home for SYEP. Under our Mayor's leadership, the program has grown in participants, employers, overall quality, and supportive services provided to Atlanta youth, laying the foundation for both their futures and the future of our city.

I am excited by the promise this program holds, as it cultivates the next generation of leaders poised to answer the call to move Atlanta forward.



As Commissioner of the newly minted Atlanta Department of Labor and Employment Services, it is my duty and privilege to deliver on Mayor Dickens' bold vision for Atlanta's youth. Under his leadership we have worked tirelessly to provide the diverse opportunities and resources our youth need to thrive. The success of the 2024 Summer Youth Employment Program (SYEP) is a direct result of the Mayor's commitment to drawing circles across Atlanta, exemplified by an increase in employment opportunities, private sector partners, and unique experiences. Through hundreds of key partnerships across the city (and vital funding), we are providing meaningful work experiences that prepare our youth for the future.

With the Mayor's continued leadership and our team's dedication, I am excited about the upward trajectory of the Summer Youth Employment Program (SYEP)!



Leading the Summer Youth Employment Program (SYEP) and Signature Programs for the department has for the first time, allowed the City to connect work-based learning activities, financial literacy, and in-demand occupations to thousands of Atlantans. Through the launch of the Atlanta Department of Labor and Employment Services, we are operationalizing the Mayor's focus on ensuring that every participant is engaged in dynamic, meaningful work that will quickly prepare them for future success. At the same time, we are committed to maintaining the highest standards of compliance and upholding air-tight policies that prioritize the safety and well-being of all those who enter and exit our programs.

Through programs like SYEP, we continue to create thousands of opportunities that enrich the lives of our participants and directly contribute to the long-term growth and success of the City .

**Theresa Austin-Gibbons**  
Deputy Commissioner



**John Flanagan**  
Commissioner



SYEP supports...

# EFFICIENT & ETHICAL GOVERNMENT

**Effective & Ethical Government:** SYEP exemplifies responsible governance by addressing youth employment as a proactive measure with intentions to help reduce crime, support economic mobility, and improve community wellbeing. By investing in youth today, the program supports a thriving, connected, and ethically sound Atlanta for years to come.





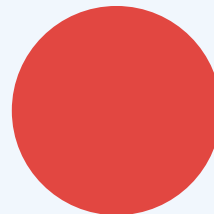
# SYEP: THE PROGRAM OF OUR FUTURE

The City of Atlanta's Summer Youth Employment Program (SYEP) empowers Atlanta's young residents by providing them with meaningful career exploration, hands-on work experience, and essential skills development that prepare them for future success. Through collaborative partnerships across diverse industries, SYEP aims to foster a dynamic, inclusive talent pipeline that contributes to the growth and prosperity of both the youth and the community, ensuring that every participant has access to opportunities that lead to personal and professional growth.

## Eligibility Criteria

- Age between 14 - 24 years
- A resident of the City of Atlanta
- A Youth Work Permit (*ages 14 - 15*)
- Successfully interview with the hiring managers
- Complete the SYEP onboarding process
- Meet all hiring prerequisites set by the employing entity
- Out-of-school youth participants, aged between 18 - 24, are eligible for full-time, permanent positions

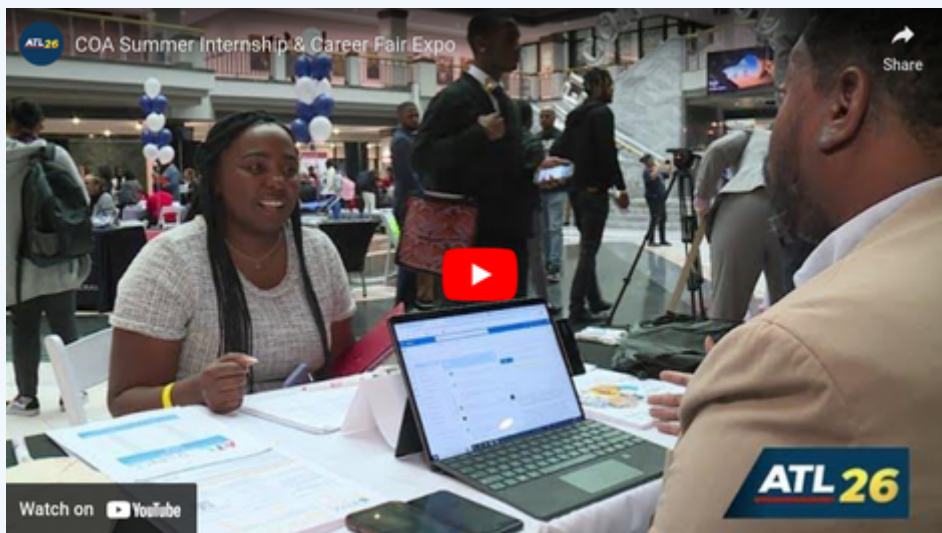
To ensure every participant was prepared and professional, the City hosted comprehensive orientation sessions that went beyond typical summer job basics. These sessions included vital skills such as de-escalation techniques, conflict resolution, maintaining integrity in the workplace, and building strong communication practices—giving participants tools for success both on and off the job.







# SYEP: GETTING INVOLVED, GETTING HIRED



Video Link: <https://www.youtube.com/watch?v=1eIDDQuGVU8>

The City of Atlanta hosts events like the Year of the Youth Town Hall and the Summer Internship & Career Fair Expo, giving young participants direct access to hiring managers from city government and local organizations. These events offer valuable exposure to career pathways and networking opportunities within the community. SYEP is dedicated to enhancing event promotion, accessibility, and expanding job opportunities for youth throughout the year, beyond the summer months.



Video Link: <https://www.youtube.com/watch?v=GH3mgeVPJlg>





# SYEP 2024: BY THE NUMBERS

The 2024 SYEP reinforced its role as a cornerstone of City programming, with steady increases across nearly every metric tracking the success of summer employment opportunities.

**6,590**  
JOBS

Over 6,500 job opportunities were available through the 2024 Summer Youth Employment Program, demonstrating the program's extensive reach and impact.

A total of 6,055 young people registered for the Summer Youth Employment Program, showing strong interest and demand for the opportunity.

**6,055**  
REGISTERED  
YOUTH

**143**  
REGISTERED  
EMPLOYERS

The program collaborated with 128 businesses, and 15 City departments, broadening the range of industry experiences available to participants.

Participants earned an average hourly wage of \$17.70, significantly higher than the federal minimum wage of \$7.25. This competitive wage underscores the program's commitment to offering valuable, fairly compensated work experiences.

**\$17.70**  
AVG HOURLY  
WAGE

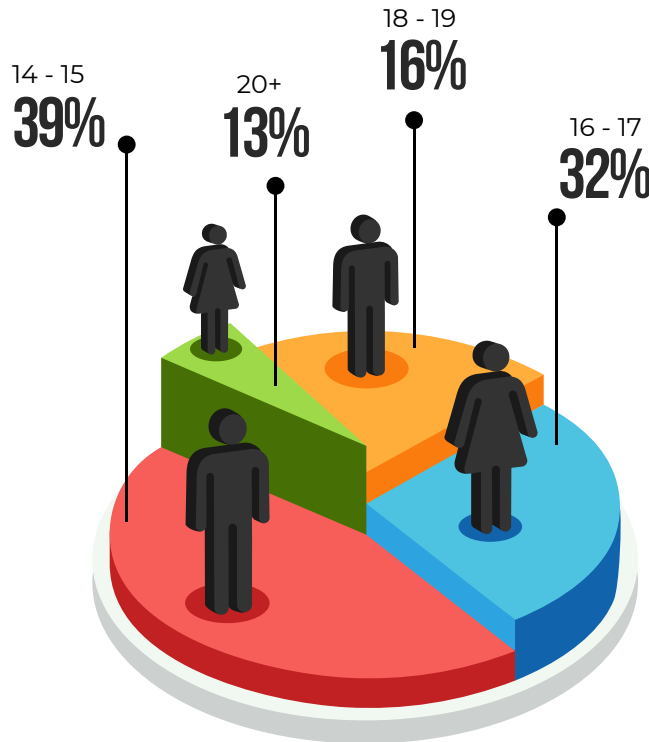
**5,700**  
HIRED

Ultimately, 5,700 participants were hired, indicating high placement success and opportunities filled, including referrals.

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# SYEP 2024: YOUTH DEMOGRAPHICS



## AGE

This year, 71% of SYEP participants were high school-aged, with 14-15-year-olds making up 39% and 16-17-year-olds 32%. Ages 18-19 comprised 16%, and those 20+ accounted for 13%. These figures suggest an opportunity for the City of Atlanta to evaluate how future funding allocations could be optimized to meet the diverse needs of all age groups served by the program.

## GENDER

SYEP had a slightly higher representation of female participants and demonstrated inclusivity by recognizing non-binary identities within the program.

**97%**

## ELIGIBILITY

An impressive 97% of registrants met all eligibility criteria for SYEP indicating a strong alignment between the program's outreach and the target audience's readiness.

### FEMALE



**56%**

### MALE



**44%**

## AFRICAN-AMERICAN

**93%**

## RACE

African American participants represent 93% of SYEP total participants.

## NON-BINARY

**1%**



## NON-HISPANIC

**97%**

## ETHNICITY

With 97% of participants identifying as non-Hispanic, the SYEP has a significant opportunity to engage and diversify its outreach to include this demographic segment in future initiatives.

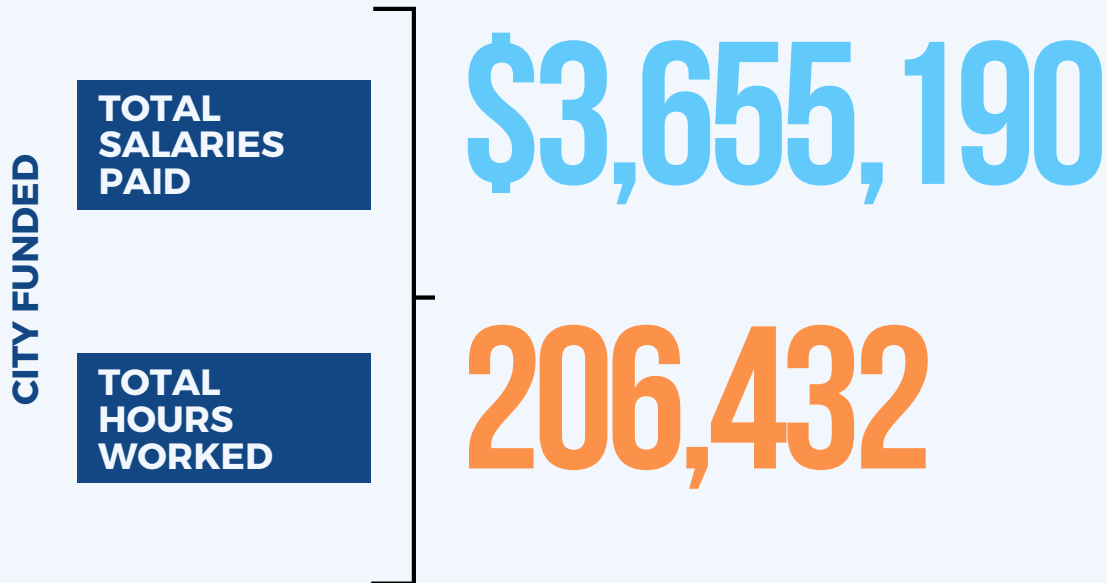
9



# WAGE REPORT: WHAT OUR YOUTH EARNED

This summer, Atlanta's youth aged **14 to 24** collectively earned **\$6.8 million** through the Summer Youth Employment Program (SYEP). The City allocated over **\$3.6 million** to fund salaries and stipends for nearly **1,500** young individuals employed across various internal departments from *May to October 2024*. These dedicated participants contributed more than **206,000 hours** of service to city departments and programs.

The program's success was further bolstered by external partners and local businesses, which provided an additional **\$3.1 million** in wages through non-City funding. This collaborative effort underscores the community's commitment to empowering Atlanta's youth and fostering their professional development.



This year, we experienced a deepened engagement with several new business partners, including **Southern Company, Hertz, Georgia Aquarium, Cox Communications, UPS, Bank of America, AT&T, and more**—all honoring their **Signing Day** pledge to hire Atlanta youth and participate in our **Be Counted! Challenge**. These partnerships expanded the range of opportunities available, giving participants hands-on experience across diverse industries and equipping them with valuable, real-world skills.



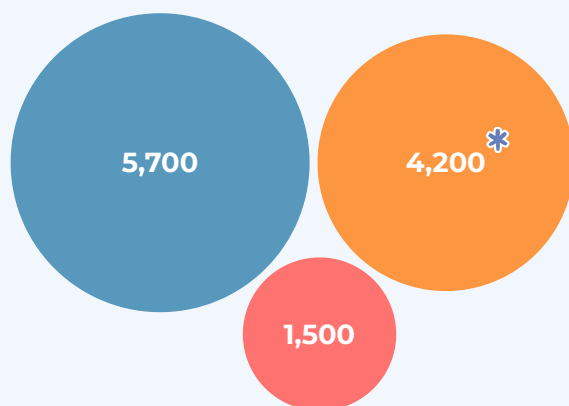
**\$3.12M**

**10**

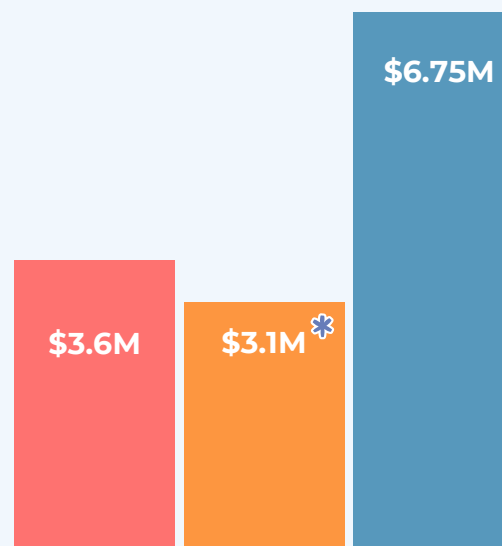


# WAGE REPORT: WHAT OUR YOUTH EARNED

### # of Participants

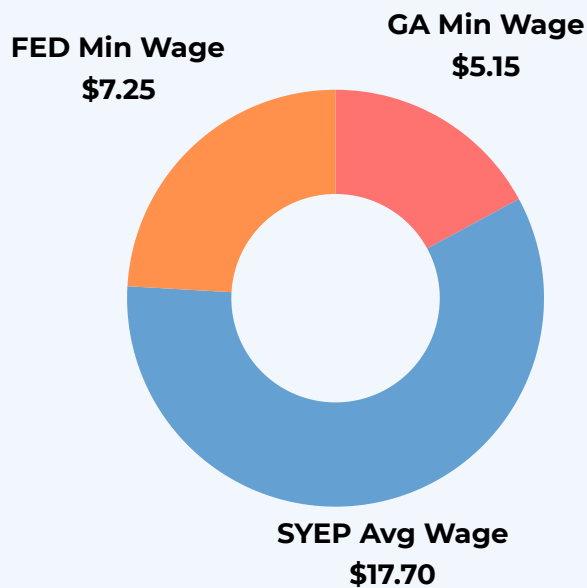


### ~\$ Funded (M)



City Private Total

### Average Hourly Wage



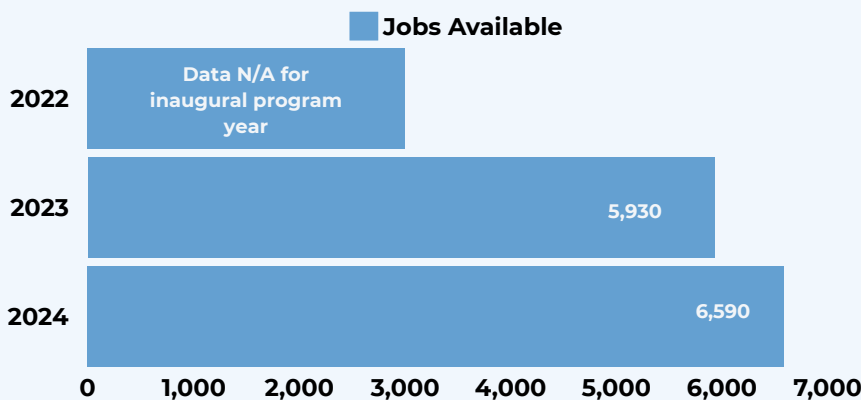
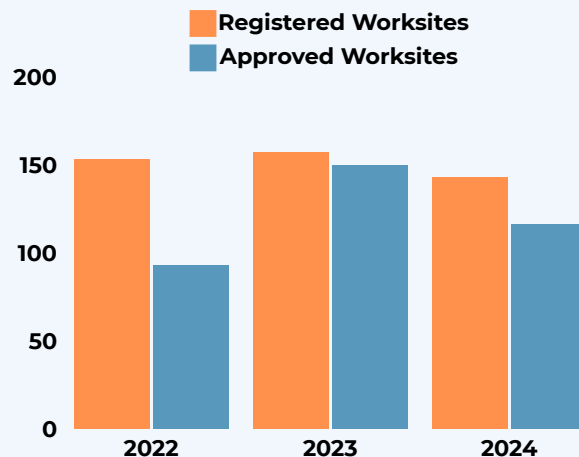
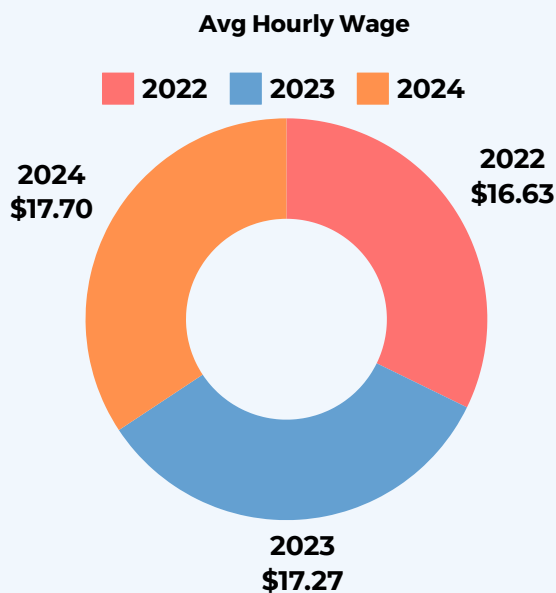
\* The data collected through the Be Counted! Campaign for private business hires is based on self-reported information. However, due to variations in company policies, some businesses provided estimates or rounded figures aligned with the timelines of their respective programs, which limited the availability of precise data



# TRENDS: SUMMER 2022 - 2024

## CREATING OPPORTUNITIES FOR ALL

SYEP data shows a positive trend in job availability and wage growth, with jobs rising to 6,590 in 2024 and wages increasing from \$16.63 in 2022 to \$17.70 in 2024. This suggests enhanced support and opportunities, especially for our youth who look forward to earning and learning over the summer. Additionally, the number of registered and approved worksites and the hired-to-registered ratio have stabilized, indicating sustained engagement and demand across the program.





# PARTICIPATING CITY OF ATLANTA DEPARTMENTS

The 2024 SYEP provided young people with invaluable opportunities to explore the inner workings of city government through hands-on experiences across multiple City of Atlanta departments. Participants engaged directly with various city operations, gaining insight into the roles and responsibilities that keep Atlanta thriving.

These immersive experiences allowed youth to connect with professionals, understand the impact of local government on their communities, and explore potential career paths within public service. By fostering this connection between young talent and city leadership, the program emphasized the importance of civic engagement while equipping participants with skills and knowledge for their future endeavors.

**ATL311**



**ATLGBTQ**



**ATL  
PARKS &  
REC**

**AND  
MORE!**

**13**



# SYEP 2024: EMPLOYER DEMOGRAPHICS

## SIGNATURE PROGRAMS



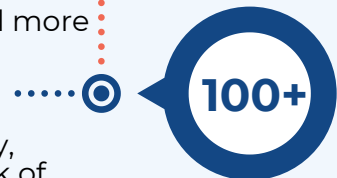
Accenture, ArtsCool, Atlanta Business League, Atlanta Technical College, Blooksy - "Beyond Literacy", Chess and Community, Partnership for Southern Equity, Raising Expectations, RICO Wade Music Executive Training, Time2Give / Memik, YMCA

## CITY DEPARTMENTS



ADOLEES, AHJIA, APD, ATL311, Communications, Constituent Services, Corrections, Film, Entertainment and Nightlife, Fire Rescue, Legal, LGBTQ Affairs, Parks and Recreation, Procurement, Mayor's Office (EXE), Human Resources, and more internal departments hired Atlanta youth this summer.

## PRIVATE SECTOR



Accenture, Georgia Aquarium, MARTA, Southern Company, Hertz, Georgia Aquarium, Cox Communications, UPS, Bank of America, AT&T, YG Urban Cafe, Omni Coffee & Eggs, Poinsette Tax, Exclusive 625, ACSS, Westside Works, Black Lotus, and more!

## Top Industries



In 2024, SYEP emphasized accessible fields like food and beverage, education, and hospitality, while also offering opportunities in emerging sectors like esports and renewable energy. Traditional industries like legal, logistics, and finance provided youth with valuable skills in established careers.

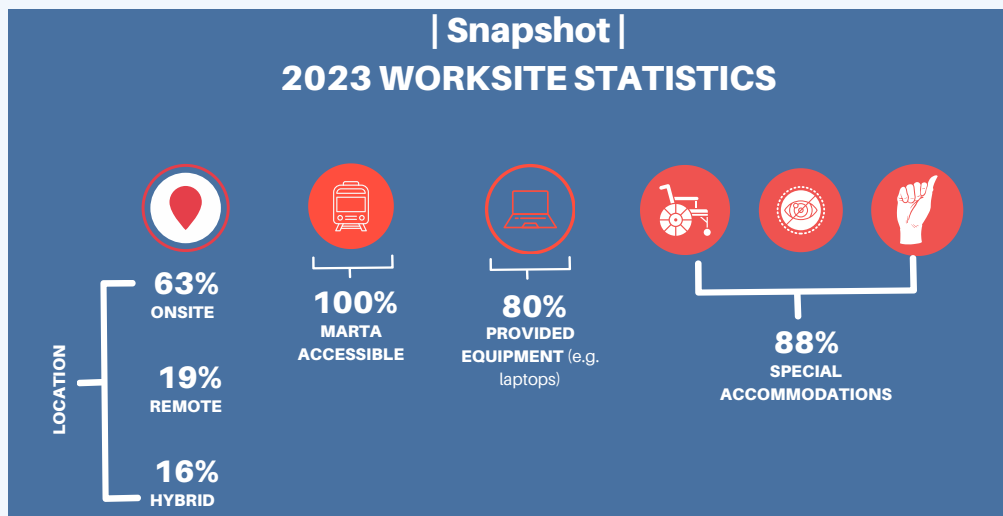
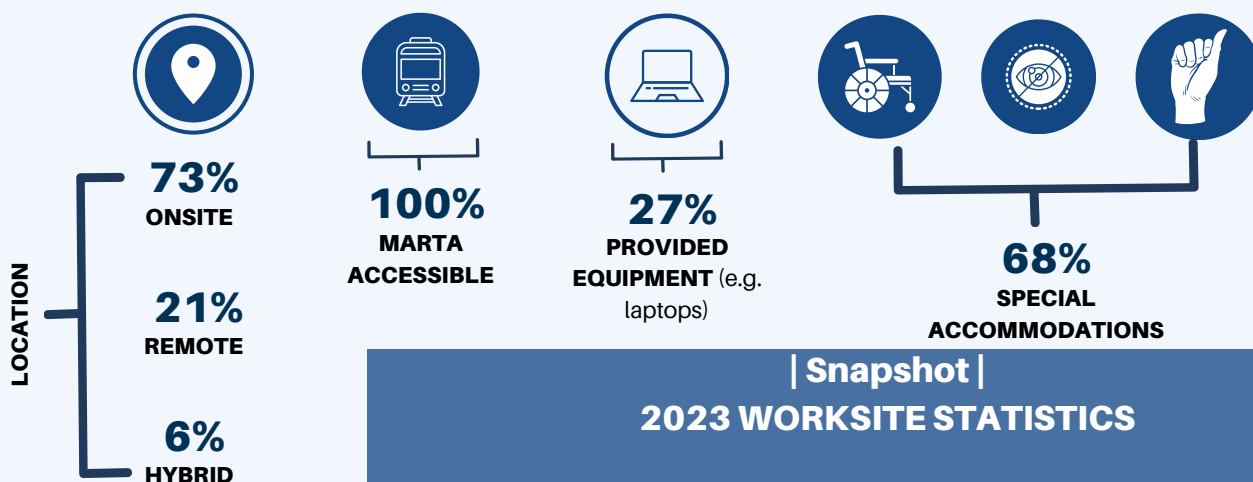




# SYEP 2024: EMPLOYER DEMOGRAPHICS

The 2024 worksite statistics reveal substantial improvements compared to 2023, indicating shifts in work arrangements, support for remote work, and accommodation priorities.

## 2024 WORKSITE STATISTICS

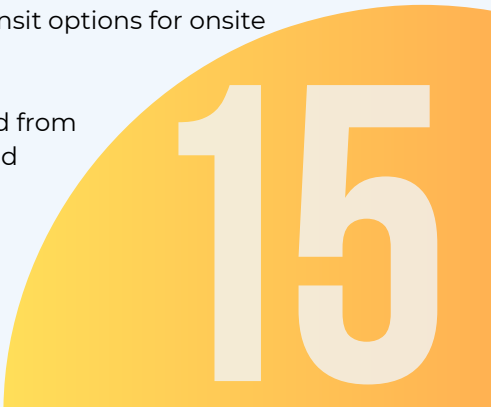


## '23 vs. '24: What The Data Tell Us

**Location:** Onsite work increased from 63% in 2023 to 73% in 2024, highlighting a shift back to traditional, in-office work environments.

**MARTA Accessibility:** Access to transportation is a key pillar of SYEP, demonstrated by 100% MARTA accessibility, ensuring convenient and reliable transit options for onsite employees.

**Special Accommodations:** Special accommodations decreased from 88% in 2023 to 68% in 2024, reflecting the rise in onsite work and fewer remote-specific needs. The focus shifted to traditional measures like wheelchair access, ramps, assistive technologies, and sign language interpreters. These efforts underscore the program's dedication to inclusivity and accessibility.

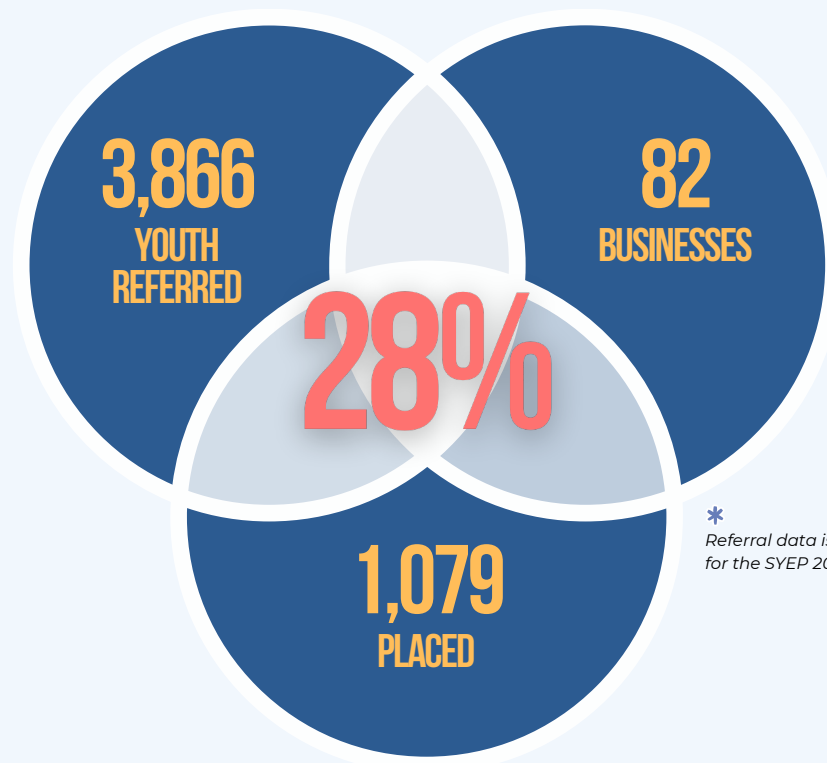




# SYEP 2024: BUSINESS REFERRALS

The SYEP referral process serves as a bridge between youth job seekers and local businesses, connecting them with opportunities for non-City funded internships and permanent positions both over the summer and extending beyond. Through SYEP's registration and vetting process, qualified youth are matched with businesses, where they proceed through the standard hiring channels directly with each company. This process supports SYEP's mission, alongside the "Be Counted! Challenge," to expand job access and provide youth with real-world work experiences that foster growth and skills development.

Of the **3,866** referrals made, **1,079** youth were successfully placed across **82** businesses, achieving a placement rate of approximately **28%**. These placements represent businesses interested in participating who have their own budgets to hire. These non-City funded SYEP participants stand out as dedicated partners, actively hiring youth without relying on SYEP's financial support, highlighting their commitment to fostering local talent and skills development.



\* Referral data is included in the total count for the SYEP 2024 program.

This approach differs from the "Be Counted! Challenge" participants, who report their youth hiring numbers regardless of whether SYEP directly referred candidates to them or not. This dual strategy of partnering with both City funded and non-City funded businesses broadens SYEP's reach and impact across Atlanta while highlighting the program's role as a catalyst for youth employment.

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# SYEP 2024: THE SUCCESS OF THE BE COUNTED! CHALLENGE

Under Mayor Dickens's visionary leadership, the Be Counted! Challenge successfully united Atlanta's business community around a shared mission: empowering the city's youth with meaningful work opportunities. As a cornerstone of the City's Summer Youth Employment Program and a testament to ensuring that every year is the Year of the Youth initiative, the Challenge called on businesses to open their doors to young talent, providing opportunities for them to "earn while they learn."

This summer, **over 128 businesses** proudly stepped forward, self-reporting their youth hires through October 31, 2024 and adding to the City's employment count. Together, these contributions supported more than **4,000 youth jobs** and generated an estimated **\$3.1 million** in wages. The Challenge reflects Atlanta's collective commitment to our youth, creating a lasting impact on our city's future.



## Looking Forward to 2025: A New Chapter with the Same Mission

Looking ahead to 2025, the Be Counted! Campaign will *rebrand* with a fresh look but the same mission—to engage and encourage businesses to report their contributions to summer job opportunities. By joining forces, we'll continue building a legacy of opportunity and growth for Atlanta's youth.

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# SYEP: TOP 3 ZIP CODES SERVED

14%

30331

**Council Districts:**

Largely within Atlanta City Council Districts 10 and 11.

**Neighborhoods:**

West End, Cascade Heights, and Venetian Hills.

**Population:**

~33,334, with a median age of 38.9 years old

**Notable Streets:**

Cascade Road, Beecher Street, and Ralph David Abernathy Boulevard

**Schools:**

Booker T. Washington High School and Mays High School.



12%

30315

**Council Districts:**

Encompasses parts of Atlanta City Council Districts 1, 2, and 12

**Neighborhoods:**

Mechanicsville, Peoplestown, Summerhill, and South Atlanta

**Population:**

~37,497, with a median age of 32

**Notable Streets:**

Pryor Road, Jonesboro Road, and Lakewood Avenue

**Schools:**

South Atlanta High School and Carver High School.

10%

30311

**Council Districts:**

Primarily within Atlanta City Council Districts 10 and 11

**Neighborhoods:**

Adamsville, Ben Hill, Cascade Heights, Fairburn Heights, Greenbriar, and Princeton Lakes

**Population:**

~64,295, with a median age of 38.9

**Notable Streets:**

Campbellton Road, Cascade Road, and Fairburn Road

**Schools:**

Benjamin E. Mays High School and Westlake High School

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# MARKETING & ENGAGEMENT

2024

**OUTFRONT** //





# MULTI-CHANNEL MEDIA ADVERTISING PERFORMANCE

## SUMMARY

**Date Range:**

June 1, 2024 - June 30, 2024

### OVERVIEW

### KEY INSIGHTS

SYEP leveraged a strategic mix of radio and social media advertising to amplify awareness and drive engagement for the youth employment program. By utilizing these platforms, the campaign successfully reached a diverse and extensive audience, including underrepresented youth, with messaging tailored to inspire action. This multi-channel approach yielded exceptional results, achieving a click-through rate significantly above industry benchmarks and demonstrating the program's ability to connect with its target demographic effectively.

SYEP Ads were seen **113,512** times. The ads were clicked by someone **430** times. The Click Thru Rate of **.38%** is *exponentially higher* than the average campaign which is .10% - .15%), outperforming the average by approximately **204%**.

## TOTAL ENGAGEMENT



TOTAL IMPRESSIONS 113,512

TOTAL CLICKS 430 TOTAL CLICK THRU RATE 0.38%

## TARGETED DISPLAY OVERVIEW

DEVICE	IMPRESSION	CLICKS	CTR
Smartphone	65,397	211	.32%
Desktop	41,265	122	.30%
Tablet	6,040	92	1.52%
Unknown	651	200	.61%
Phablet	158	1	.63%



## SOCIAL MEDIA POSTS

PLATFORM	IMPRESSIONS	REACH	ENGAGEMENTS
Instagram	2,388	2,335	79
Facebook	817	794	12

## RADIO SPOTS

# of spots aired 75  
15s and 30s



20



# DIGITAL OUT OF HOME ADVERTISING PERFORMANCE

## SUMMARY

**Date Range:**

April 29, 2024 - May 26, 2024

### OVERVIEW

Our campaign utilized a mix of digital and static assets to maximize impact:

- 50 MARTA Digital Shelters
- 30 Digital Billboards
- 1 Iconic Static Billboard

These placements were strategically focused within the City of Atlanta, targeting potential business partners and families with children in key demographic areas. In total, the campaign covered approximately **81 locations across the city.**

The creative elements for the geofencing campaign mirrored the billboard designs, ensuring cohesive messaging across devices including *laptops, mobile phones, and tablets.*

This campaign's exceptional performance highlights the power of a well-targeted, multi-channel strategy in driving engagement and achieving measurable results.

### GEOFENCING CAMPAIGN SUCCESS

**TOTAL IMPRESSIONS** 805,000

The standout performer was the geofencing campaign, which achieved a remarkable **click-through rate (CTR) of 0.78%**—equating to **1,744** clicks to the website. This is **three times (3x)** higher than industry benchmarks, showcasing the effectiveness of this approach. The geofencing strategy targeted businesses, demographic neighborhoods, and parents with children within Atlanta.



MOBILE Banner Ads 300x250



MOBILE Banner Ads 320x50



# 21

SYEP...

# KEEPS OUR YOUTH SAFE

**One Safe City:** SYEP provides structured, supervised employment, reducing idle time and risky behaviors among youth. By engaging young people in meaningful work, the program contributes directly to lowering youth crime rates, creating safer communities across Atlanta.







# ONE SAFE CITY FOR ALL YOUTH

## How Summer Jobs Contribute to ONE SAFE CITY

The 2024 Summer Youth Employment Program (SYEP) aims to be a powerful tool in reducing youth crime in Atlanta, aligning with national trends that suggest youth employment can lower crime rates. By providing structured employment opportunities, the program intends to equip young people with valuable skills while offering alternatives to criminal activity, particularly during summer months when risks are higher. Through meaningful work experiences, SYEP seeks to address social determinants of crime, fostering safer communities and brighter futures for Atlanta's youth.

## OVERALL CHANGE IN YOUTH CRIME AGES 14 -24

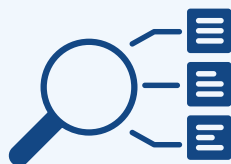
# -23%



**-25%**  
18 - 24 year olds

### AGE

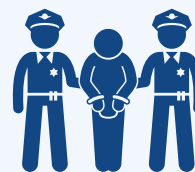
During SYEP, the city of Atlanta had significant crime reductions: a 25% decrease for ages 18-24, 17% for ages 16-17, and 23% for ages 14-15. The 18-24 age group showed the most positive impact.



**-46%**  
Violent Crime

### OFFENSE CATEGORY

2024 showed an overall reduction in youth crime, with a 46% decrease in person-related (violent) crimes and a 4% decrease in property-related crimes. These declines suggests that SYEP is having a positive impact in steering youth away from high-risk behaviors and promoting one safe city.



**-191**  
less arrests  
than 2023

### YOUTH ARRESTS

**-5%**

Again, SYEP has a meaningful impact on youth crime. We believe that putting young people to work contributed to an overall 5% reduction in total youth arrests for ages 14 - 24.



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# YOUTH HIGHLIGHT 2024



## HOST EMPLOYER: YMCA

*Kayla Mayo Evans is one of the standout participants of this year's Mayor's Summer Youth Employment Program. During her time with the YMCA's ELY Playcenter, Kayla brought energy, dedication, and warmth to her first job, leaving an impression on both the team and the kids she worked with.*

*In her heartfelt goodbye note, Kayla expressed her gratitude to the ELY Playcenter staff for welcoming her into what she called her "home away from home." She credits the experience for teaching her invaluable skills and creating memories she'll cherish forever.*

*Even though she's off to college, Kayla looks forward to reconnecting with her YMCA family soon, carrying forward the lessons and relationships that are now part of her journey. She is a true example of how the Summer Youth Employment Program can launch young people toward success and meaningful connections.*

**Kayla Mayo Evans**

Future Valdosta State University  
Student

# SYEP provides... OPPORTUNITIES TO EARN & LEARN

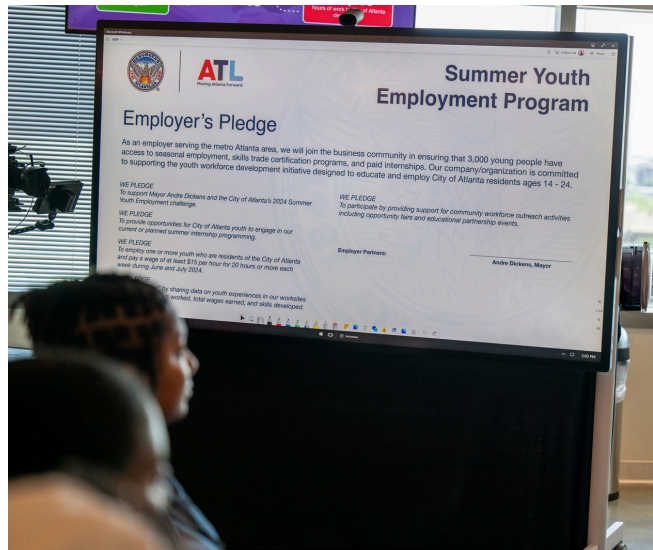
**A City of Opportunity for All:** SYEP ensures that all Atlanta youth, regardless of background, have access to valuable work experience, mentorship, and career-building opportunities. This commitment to inclusivity helps level the playing field, empowering young people to gain skills that open doors to future employment.





# SIGNING DAY: MAY 29, 2024

The 2024 Summer Youth Employment Program (SYEP) Signing Day took place on May 29 at the Accenture Innovation Hub in Midtown Atlanta. Hosted by Mayor Andre Dickens, the event celebrated the third year of SYEP and reaffirmed the city's commitment to youth employment. Employers signed the SYEP Employer's Pledge, committing to hire Atlanta youth ages 14-24 for summer positions at a minimum wage of \$15 per hour.



Notable employers in attendance included:

- Coca-Cola
- Metro Atlanta YMCA
- Atlanta Public Schools
- Atlanta Fire Rescue Department
- Southern Company
- Georgia Aquarium
- EKG Security
- Sciberus
- UPS
- Bank of America
- Ben and Jerry's Ice Cream Catering Services

- AT&T
- Slutty Vegan
- Black Man Lab
- Glacier Ice
- Walter Consulting
- The Black Lotus Project
- and more

along with several internal City department leaders and team members.



1  
Day



150+  
businesses



\$15  
per hour  
pledge



27



# SIGNATURE PROGRAMS

2024





The Accenture Learning to Lead (L2L) Summer Internship Program 2024 provided an exceptional opportunity for high school students in the SYEP to gain early career exposure through a six-week, curriculum-based experience. Designed for underrepresented youth, the program emphasized business and technology skills, holistic well-being, and professional development. With a commitment to an in-person model, participants engaged in hands-on activities, interactive workshops, and real-world challenges, fostering leadership, teamwork, and innovation.

This signature program bridges the digital divide while preparing Atlanta's youth for future success.



4 weeks



10 participants



\$15 per hour



# Atlanta Technical College



Atlanta Technical College (ATC) proudly continues its partnership with the City of Atlanta's Summer Youth Employment Program (SYEP), offering valuable opportunities through the Empowering Participants with Innovative Career Paths (EPIC) program. With over half a century of experience, ATC has been at the forefront of transforming lives through technical education, serving over 180 youth in Atlanta, Fulton, and Clayton counties last year alone. As a key player in workforce development, we remain committed to providing lifelong educational and career training opportunities that equip participants with the skills they need for the future.

ATC is known for its strong placement rates, boasting 97%, and offering more than 200 diverse programs of study. By fostering partnerships with businesses and industries, we ensure our students gain access to valuable real-world experience and promising career pathways. As a trusted institution in the community, ATC's mission extends beyond the classroom to support economic mobility, community empowerment, and personal success across generations.



4  
weeks



300  
participants



\$15  
per hour



30



ARTSCool Summer Arts Employment Program provides art and cultural awareness education to Atlanta's youth. For four weeks during the summer of 2024, 100 Atlanta youths aged 14-18 worked as apprentices with professional mentor artists during intensive, hands-on art classes in mural arts and puppetry arts.

The program was held at Rosel Fann Recreation Center, JD Sims Recreation Center, English Avenue Recreation Center, and Make Believe Village. Through this initiative, participants not only honed their artistic skills but also gained valuable employment experience. The collaboration offered a unique opportunity for young people to engage creatively, enrich their cultural understanding, and contribute to Atlanta's vibrant arts community.



4 weeks



100 participants



\$15 per hour



# Blooksy: Beyond Literacy

Throughout the program, students were introduced to a variety of writing genres in an engaging and creative environment. They transformed their favorite song lyrics into poetry, crafted personal author bios, and explored short stories and essays. With the guidance of our college-aged writing coaches, participants navigated the Blooksy writing platform, receiving support with prompts, editing, and technical aspects of writing. In addition to honing their writing skills, students built essential career development and soft skills, participated in guest speaker sessions, engaged in public speaking, and exchanged constructive feedback while collaborating to meet project deadlines.



In the final weeks, students dove into the book publishing process, learning to compile, edit, design, and prepare their work for Amazon Direct Publishing. Upon completion, each participant proudly received a set of their published books to share with family and friends. The program culminated in a successful writing and book cover design competition, with prizes awarded to top essays and designs, as voted on by their peers.

Furthermore, students had the exciting opportunity to record audiobooks of their written pieces, showcasing their public speaking growth. These audiobooks were made available for free, with 500 downloads offered to families and the City of Atlanta, further highlighting the impact and success of the program.



4  
weeks



35  
participants



\$15  
per hour





# Chess and Community

Chess and Community, Inc. successfully partnered with the City of Atlanta to impact 50 students through its Engineer & Coding (Problem Solving & Teamwork) and Chess (Critical Thinking) programs as part of the city's youth summer initiative. This collaboration provided participants with essential employable skills, preparing them for career readiness in the rapidly expanding tech industry. By focusing on strategic thinking, teamwork, and leadership, the program fostered the development of critical skills necessary for the evolving workforce.

Through this partnership, Chess and Community fulfilled its mission to cultivate leadership enrichment, civic engagement, and career skill development among Atlanta's youth. The program not only emphasized entrepreneurial and cultural education, but also helped shape a new generation of tech-savvy leaders. Students left the summer initiative better prepared for future career opportunities, equipped with both technical knowledge and the critical thinking abilities needed to thrive in the workforce.



4 weeks



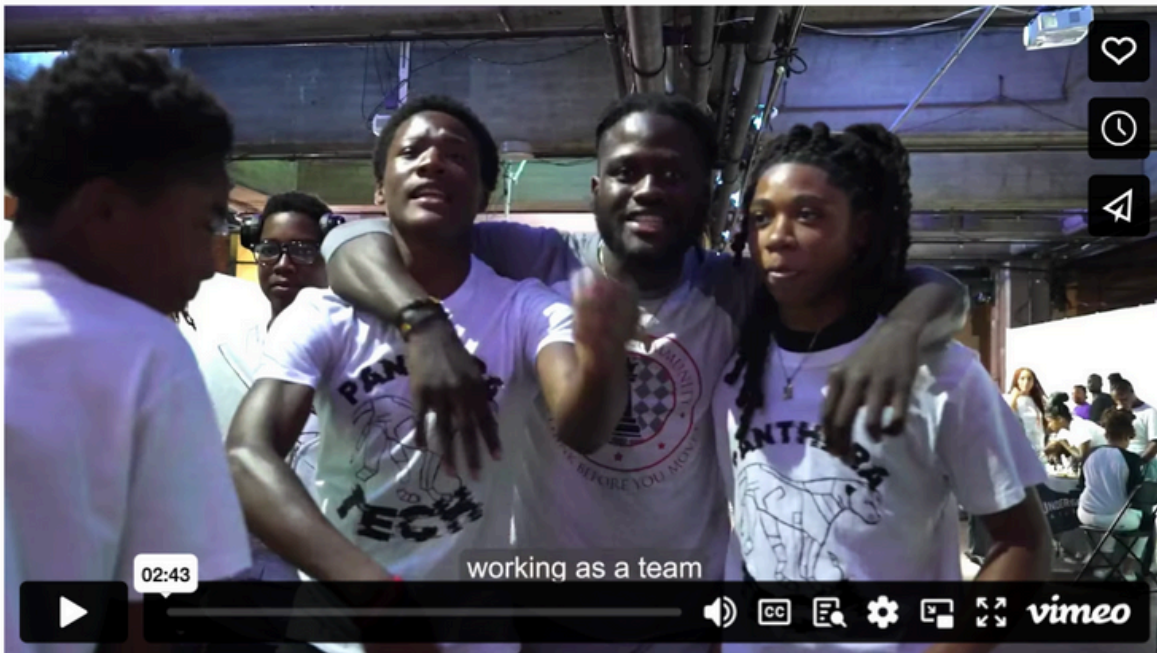
36 participants



**WATCH 2024 CHESS & COMMUNITY SYEP END OF YEAR WRAP EVENT VIDEO**



\$15 per hour



<https://vimeo.com/1009968935>



35



The Summer Youth Employment Program (SYEP) was created by the City of Atlanta to meet a critical need: ensuring that the city's young people are equipped with the skills, opportunities, and support necessary to thrive in today's rapidly evolving workforce. Aimed at youth ages 14-24, SYEP provides paid work experiences, skill-building opportunities, and mentorship, with a particular focus on industries like STEAM (Science, Technology, Engineering, Arts, and Mathematics).

In the aftermath of the COVID-19 pandemic, the urgency of this program became even more apparent. The pandemic disproportionately affected young people, disrupting their education, job prospects, and overall economic stability. Many young Atlantans faced heightened barriers to employment, and the city's leadership recognized that decisive action was needed to prevent this generation from falling behind.



**4**  
weeks



**55**  
participants



**\$15**  
per hour



**37**

# Raising Expectations



As part of the SYEP initiative, current and former students from Washington and Douglass High Schools participated in Raising Expectations' YouthWORK program, designed to enhance workplace and career readiness.

YouthWORK equips high school students with the tools they need to build a successful future through engaging, interactive training sessions focused on job-readiness and career exploration. Rooted in High-Quality Project-Based Learning (HQPBL), the program emphasizes both essential workplace soft skills and exposure to a wide range of STEAM career opportunities that students may not typically encounter.

Participants benefit from workshops on resume writing, professional communication (written and verbal), interviewing techniques, teamwork, and collaboration. The program also includes immersive STEAM-focused experiences such as tours and guest speaker sessions, as well as preparation for the upcoming school year, ensuring students are well-rounded and future-ready.



4 weeks



55 participants



\$15 per hour



**WATCH 2024 RAISING EXPECTATIONS SYEP VIDEO**



<https://www.youtube.com/watch?v=h-RaKoYEYTU>



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# Rico Wade Executive Music Training

In 2024, the City of Atlanta launched the Rico Wade Training Program, honoring the late music producer and Dungeon Family member, to empower young residents with skills in music production and entrepreneurship. This initiative, part of the Summer Youth Employment Program (SYEP), provided participants with hands-on experience in audio engineering, songwriting, and business management, fostering both artistic and professional growth.



The program's first cohort, comprising 50 Atlanta youths aged 16-24, successfully completed the training, culminating in a showcase of their original compositions and business plans. Collaborations with local artists and industry professionals enriched the learning experience, offering mentorship and real-world insights. The Rico Wade Training Program not only honored a pivotal figure in Atlanta's music history but also equipped the next generation with tools to thrive in the creative economy.



**WATCH 2024 THE RICO WADE EXECUTIVE MUSIC TRAINING COMMENCEMENT CEREMONY VIDEO**



<https://www.youtube.com/watch?v=t6XPIZtmpIQ>



**5**  
weeks



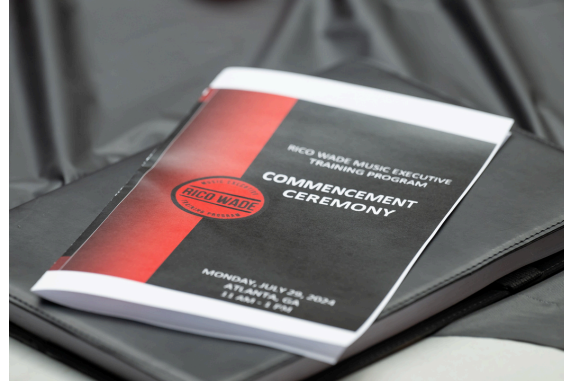
**22**  
participants



**\$15**  
per hour



40





# Time2Give / Memik

In partnership with the 2024 SYEP, Time2Give and Memik provided Atlanta youth with cutting-edge opportunities to develop essential career and technical skills. Time2Give spearheaded a dynamic, hands-on program that combined personal development, communication workshops, and career exploration activities. By exposing participants to industry leaders and corporate environments, including interactive tours and guest speakers, the program empowered youth to understand the professional world while fostering teamwork, leadership, and creativity.

Memik brought an innovative technological dimension to the program, introducing participants to augmented reality and its business applications. Through collaborative projects, students incorporated technology into client presentations, preparing them for real-world problem-solving and professional communication. The partnership between Time2Give and Memik ensured participants gained exposure to STEM careers, enhanced technical skills, and built the confidence to navigate future educational and career opportunities.



4 weeks



50 participants



\$15 per hour



## More Of Our Work

### Zuri

### Kenya

**Zuri**

Assistant 12:36:24 PM  
Wassup, it's Zuri  
Hi, I'm your AI Assistant. How can I help you today?

12:36:39 PM You  
Tell me about yourself Zuri.

Assistant 12:36:42 PM  
As an AI assistant for Tech Titans, my name is Zuri. I am a digital assistant with a passion for hair care and technology. I specialize in providing personalized solutions for hair-related concerns. I am here to educate, inspire, and elevate your hair care experience. With my expertise, I can help you find the best products, offer styling tips, and provide guidance on hair management. Feel free to ask me any questions you may have!

## The Tech We're Utilizing

- Augmented reality frames and filters
- Augmented reality games
- Hairstyle database
- Game catalog
- Hair accessory catalog

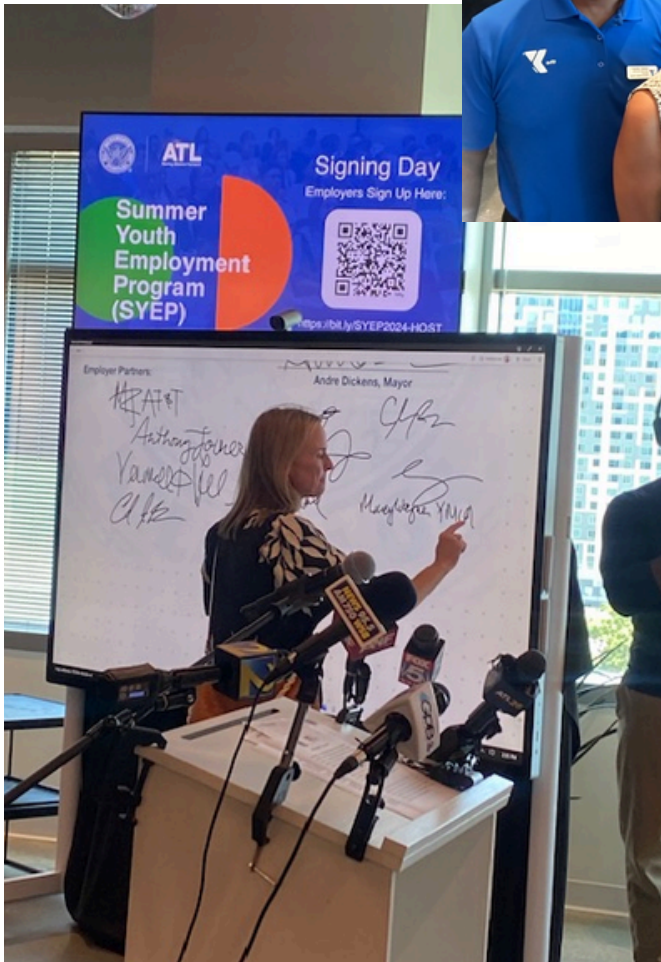
# TECH TITANS

POWERED BY: memik



The YMCA of Metro Atlanta partnered with the City of Atlanta's Summer Youth Employment Program (SYEP) in summer 2024, providing Atlanta youth with earn-and-learn opportunities as Camp Counselors, Instructors, and Lifeguards. Teens attended skill-building workshops on conflict resolution, customer communication, social media, and safety, gaining tools to foster positive youth development and create supportive environments.

Each participant was paired with an experienced mentor for guidance in leadership, collaboration, and overcoming challenges. Serving as role models, they built responsibility, character, and confidence while preparing for future careers. Together, the YMCA and the City of Atlanta are shaping the next generation of bold, purposeful leaders.



4 weeks



75 participants



\$15 per hour





# Atlanta Business League

The Atlanta Business League’s Student Business Shadow Program (SBSP) provides young people ages 15-17, especially from inner-city communities, with direct exposure to African American business owners, corporate executives, and professionals. Launched in the mid-2000s, the program offers hands-on, real-world learning experiences that prepare students for life beyond high school. By collaborating with experienced entrepreneurs and peers, participants gain valuable insights into business operations, sparking curiosity, creativity, and confidence while uncovering new skills and career interests.

Over a four-week period, students develop critical entrepreneurial skills, including creativity, leadership, market analysis, and financial literacy. Evaluations show the program’s success, with 100% of participants expanding their networks, 98% adopting entrepreneurial mindsets, and 95% increasing their career marketability. Through SBSP, students gain the tools and confidence to explore diverse career paths and take meaningful steps toward their futures.



4 weeks



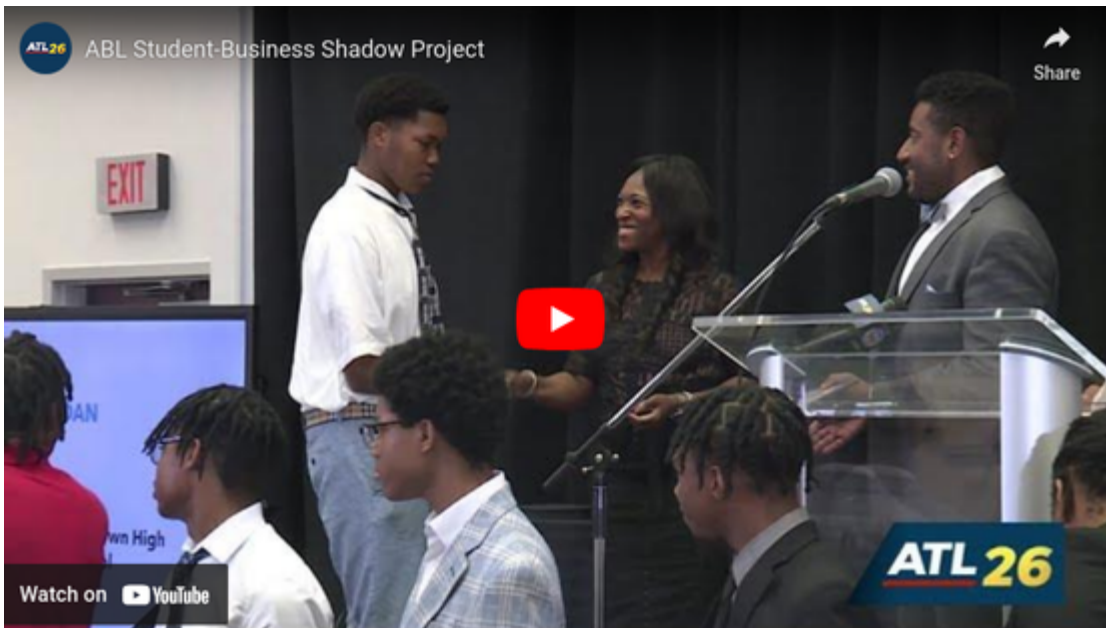
10 participants



\$15 per hour



**WATCH 2024 THE ATLANTA BUSINESS LEAGUE STUDENT BUSINESS SHADOW PROJECT VIDEO**



<https://www.youtube.com/watch?v=mornWITHmqU>



45  
40



# YOUTH HIGHLIGHT 2024



## HOST EMPLOYER: RICO WADE MUSIC EXECUTIVE TRAINING

*Sixteen-year-old Jaylan McCord stood out as a remarkable RWMETP trainee. Jaylan's dedication was evident from day one. Always punctual and fully engaged, he eagerly participated in each session, connecting with guest speakers to further his knowledge of the music industry. Recognized by his peers as a "shining star," Jaylan was awarded a "home studio kit" by Q Parker of 112. He also delivered the opening remarks at the program's commencement ceremony.*

*Since then, Jaylan has released his debut album and recorded his first live mic performance, showcasing the skills and confidence he developed through SYEP. His journey exemplifies the powerful impact of this program.*

**Jaylan McCord**

Future Entertainment Industry  
Executive





**ATL**  
Moving Atlanta Forward

# YOUTH HIGHLIGHT 2024



## HOST EMPLOYER: CITY OF ATLANTA DEPARTMENT OF LAW

*Tyler Dorsey, a rising junior at Spelman College and participant in the Mayor's Summer Youth Employment Program was able to gain valuable insight into the everyday practices of an attorney with the City's Law Department during her internship. She attended numerous City Council meetings while tracking multiple pieces of legislation through the City's legislative process and engaging in thought-provoking discourse on the various topics brought before City Council. She also worked with our Litigation Division on civil litigation cases, attending court hearings and depositions, and completing research and writing assignments as well as with our Operations and Strategic Business Services Divisions on a multitude of transactional matters. The program allowed her the unique opportunity to gain insight into various practice areas, public service within a local municipality and the innerworkings of an in-house legal department simultaneously to help hone her interests and future career path*

**Tyler Dorsey**  
Future Spelman Graduate

SYEP creates...

# THE CITY'S FUTURE LEADERS

**A City Built for the Future:** Through SYEP, young people are equipped with professional skills and real-world experience, preparing them to contribute to Atlanta's workforce and economy. This investment in youth employment strengthens the city's long-term growth and resilience by fostering a skilled, prepared, and motivated generation.



# SYEP... GAVE ME MY FIRST JOB

“ I was fortunate to participate in the Jobs and Training Partnership (JTPA) SYEP. Besides learning many soft skills that are valuable in working environments, I'm a testament that SYEP provides youth an opportunity to experience life beyond their environments. Because the program exposed me to successful black, female attorneys, I was able to dream and aspire for the legal career that I enjoy today.

**Melanie Winfield**  
Vice Chair, WorkSource Atlanta  
Board of Directors



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SYEP...

# GAVE ME MY FIRST JOB

“ I’m a child of Atlanta workforce development. My first job was when I was 15 years old at Benjamin E. Mays High School where I was in the T.A.L.L. (Talented Adolescents Learning Leadership) program. That summer I was placed in the mailroom of the Georgia Department of Labor. I’m grateful for the opportunity WorkSource Atlanta (WSA) has provided me and thankful to still be involved.

**Carl Hill**

Corporate Director of Culture and Engagement,  
Coca-Cola Bottling Company



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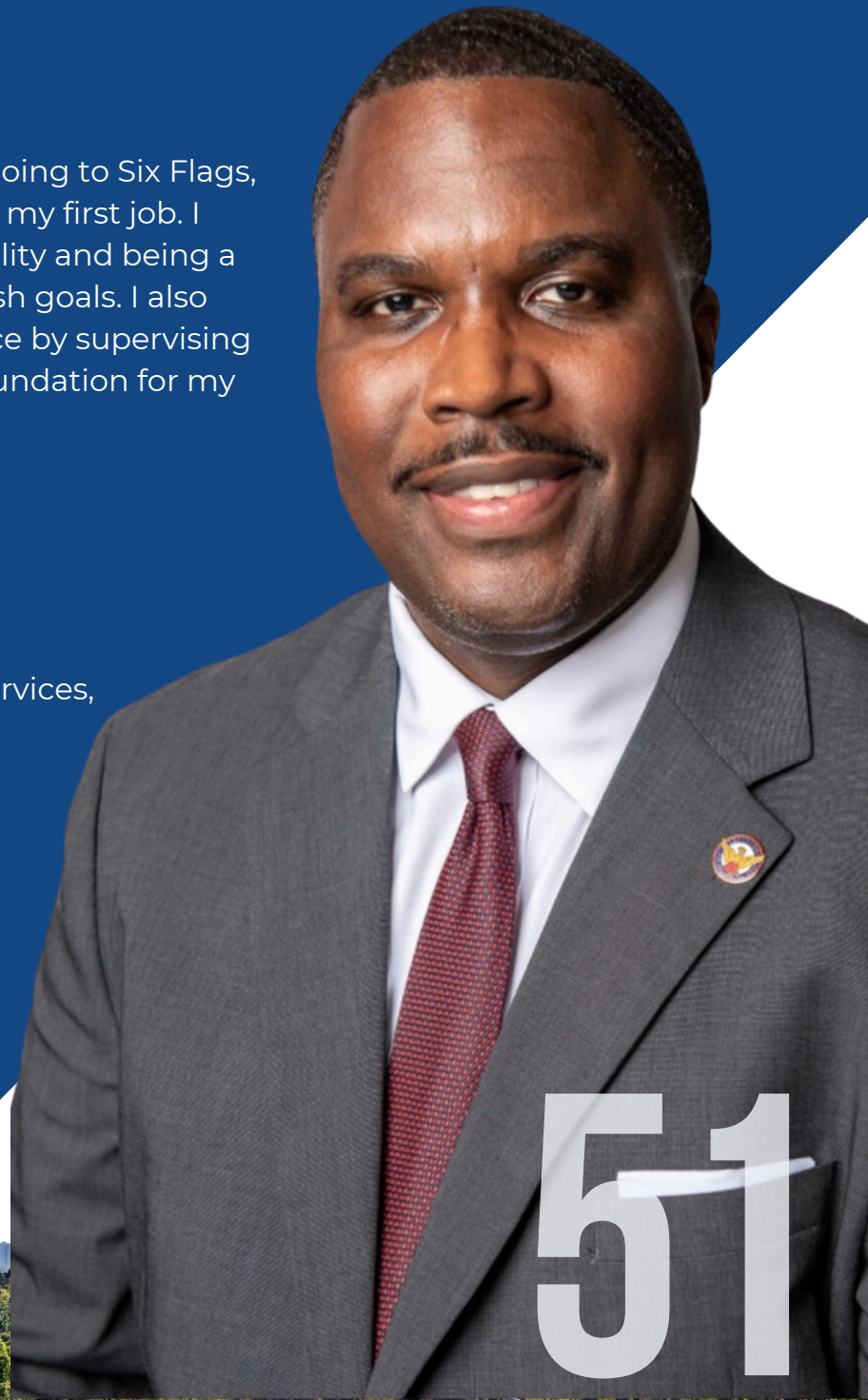
# SYEP... GAVE ME MY FIRST JOB

“

Growing up in Atlanta, we all loved going to Six Flags, so I was thrilled to work there for my first job. I learned the importance of punctuality and being a good team member to accomplish goals. I also gained my first leadership experience by supervising other employees, which laid the foundation for my management style.

**Greg Clay**

Executive Director, Constituent Services,  
City of Atlanta



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# SYEP 2025: A Look Ahead







# SYEP 2025: A Look Ahead

## PLAN

- Fully funded by the city (no cost to employers)
- Increased number of worksites to ensure diversity of experiences
- Closer partnership engagement with key industries and organizations
- Stronger internal protocols and slot management
- Expanding private sector and philanthropic funding opportunities

## EVENTS

- Launch of customized recruitment and placement fairs to ensure appropriate placement for students

## BENEFITS

- More tailored experiences for youth
- Improved data collection for measuring success
- Codified partnership with Atlanta Public Schools (APS)
- Expanding reach to small and medium-sized businesses





The Atlanta Police Department had a wonderful experience hosting a summer youth employee. Working with a high school student was not only productive and inspiring but also led to a meaningful, ongoing relationship. Our employee, Ava, even featured our work in her class project—a proud moment for our team. Discovering that her time with the APD Public Affairs Unit ignited her aspiration to become a police officer is a true testament to the impact of this program. It's fulfilling to see how our mentorship can shape the future of young people interested in public service.

**Darin Sheirbaum**  
Chief of Police



Hartsfield-Jackson is proud to stand alongside Mayor Andre Dickens in supporting the next generation of leaders through the Summer Youth Employment Program.

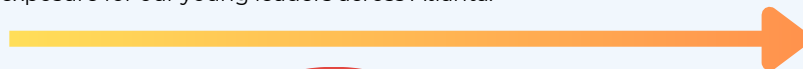
By immersing our youth in the world of aviation, we are not only providing them with a unique opportunity to explore the vast career pathways in this industry, but also investing in the future of our city. These young leaders are the future, and we are committed to ensuring they have the opportunities, resources, exposure, and experience they need to thrive in whatever path they choose.



**Jan Lennon**  
Airport General Manager



The Mayor's Office of Constituent Services has had a phenomenal experience with high school, and college students, across metro Atlanta participating in the SYEP. We understand that gaining experience to compete in today's workforce is a big part of Mayor Andre Dickens' vision to prepare our youth for success. We are committed to participating in the SYEP as a host site annually, providing a space for teachable moments, great professional experience, and community exposure for our young leaders across Atlanta.



**Greg Clay**  
Executive Director, Constituent Services

The Summer Youth Employment Program continues to be an invaluable resource for cultivating young talent and bringing fresh perspectives into the Department of Procurement. Our involvement not only allowed us to support these future professionals with hands-on-experience, but the participants enriched our team with their enthusiasm and innovative ideas. We are proud to support the next generation of professionals and look forward to future collaborations with the Summer Youth Employment Program.



**Jaideep Majumdar**  
Chief Procurement Officer



# THE SYEP TEAM

Under the visionary leadership of **Mayor Andre Dickens**, supported by **Chief of Staff Odie Donald II** and the **entire Mayor's Office**, SYEP continues to thrive as a cornerstone program for Atlanta's youth. Their commitment to championing this initiative enables us to provide meaningful opportunities for young people across the city.

We also acknowledge the **SYEP team members** whose dedication and hard work empowered our youth with invaluable experiences. Together, we look forward to building on this year's success.

Atlanta Department of Labor and Employment Services

**John E. Flanagan**  
Commissioner

**Theresa Austin-Gibbons**  
Deputy Commissioner, Signature Programs

**Joy Marshall**  
Director of Community Engagement, Signature Programs

**Chanell Davis**  
Program & Performance Manager, Signature Programs

**Roscell Hall**  
Business & Industry Development Manager

**Sharod J. McClendon**  
Senior Compliance Specialist, Signature Programs

**Steven Lee**  
Community Outreach Specialist

**Derek Wyche**  
Employment and Training Advisor

**Tracy Green**  
Community Affairs Coordinator

**Shelena Spencer**  
Community Outreach Specialist

**Jalen Bowler**  
Community Affairs Coordinator

Summer Youth Employment Program  
(Interns)

**Jaide Brown**  
**LaDaeja Heard**  
**Micah Warner**

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Moving Atlanta Forward

**2024 SUMMER YOUTH EMPLOYMENT PROGRAM**  
Where Safety, Opportunity, and the Future Meet