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## Our Client

### SEMCA – Southeast Michigan Summer Youth Employment Program (SYEP)



## What We Did

- Custom Web Software
- CRM

## Our Opportunity

SEMCA, a Michigan Works! Agency, was in need of a website and custom software to manage their Summer Youth Employment Program (SYEP) as part of the American Recovery and Reinvestment Act. The goal of the SYEP program, which ended in early September 2009, was to place youth employees throughout the Monroe and Outer Wayne county regions, as well as finding workplaces or employment opportunities for the youth that signed up for the program. Although there are hundreds of programs like SYEP all over the country, this was the first program of its kind to take their operations and management digital. Needing a website and software capable of accepting applications for worksites and youth employees, SYEP came to the right people at Trademark Productions.

## Our Solution

TM developed a website for SYEP and built custom web software that was capable of accepting applications for worksites and youth employees. A complete program management program was built behind the scenes allowing for everyone from SEMCA administrators to youth employees the ability to login and manage their portion of the program, including operations and reporting requirements. SEMCA's contractors and staff were able to individually manage their personal case loads based innumerable preferences and filtering options. The response was overwhelming with over 250 worksites and almost 8,000 youth employees signing up. In total, close to 910 youth from S.E. Michigan were employed through the SYEP website and were recognized personally by the US Secretary of Labor for the success of their software and program.