Promising Practice: Engaging Youth Program

Randy Scott
Southern Colorado Business Partnership
Engaging Youth Program

Update
October 19, 2012
EYP Grant Award Summary

• SCBP received a $120,902 grant from the Colorado Workforce Development Council (CWDC) for the EYP

• EYP is collaboration among the workforce system, educational system, and business community

• Major implementing partners include:
  o Southern Colorado Business Partnership (SCBP)
  o Southern Colorado Higher Education Consortium (SCHEC)
  o Southern Colorado Workforce Consortium (SCWC) and Pikes Peak Workforce Center (PPWFC)
EYP Grant Award Summary

The EYP purpose is intended to help high school youth and college students:

- Understand work place expectations
- Comprehend the required soft-skills needed in the work place
- Learn what employers expect of their staff
- Understand how education can assist them pursue career pathway opportunities
- Provide information on available services to help them prepare properly for employment opportunities
- Help prepare them to transition successfully into the adult work force
How we invest into our youth today will shape our community for tomorrow!

- Youth: 17-24
- High School and college level students
- Out-of school youth
- No major WIA restrictions
EYP 3 Key Components

• One-day Boot Camp

• Paid 16-hour internship/mentorship (paid by employers)

• Follow-up Wrap-Up session
EYP Boot Camps

• Full day to occur at the colleges
• Average 30 participants per Boot Camp
• Four Boot Camp cycles to occur
• Across six target markets:
  – Colorado Springs (in partnership with UCCS and PPCC)
  – Lamar (in partnership with Lamar Community College)
  – La Junta/Rocky Ford (in partnership with Otero Junior College)
  – Pueblo (in partnership with Colorado State University – Pueblo and PCC)
  – Trinidad (in partnership with Trinidad State Junior College)
  – Canon City (in partnership with PCC)
• 20 total Boot Camps involving up to 720 participants across southern Colorado over two years
EYP Boot Camps

Boot Camps to cover:
- Program expectations
- Needed workforce readiness skills
- Available workforce services
- Educational readiness skills
- Resume preparation
- Interviewing preparation
- Needed soft skills (conduct, attitude, appropriate dress, etc.)
EYP Internships/Mentorships

• Proposed employer paid internships/mentorships for the youth
  – Post successful completion of the Boot Camp
  – Up to 16 hours spread over four weeks
  – Youth paid minimum wage
  – Provide employer mentoring support to reinforce Boot Camp concepts

• Internships/mentorships are outside of the CWDC project grant funding

• $175 sponsorship fee per intern paid by employers
• Interns are paid utilizing a payroll service supporting the SCBP
Follow up to occur about three-four weeks after boot camp:
- 2 hour session
- Debrief and complete evaluations
- Gather feedback from employers and youth about the camps and internships
- Document lessons learned
- Awards presentation
EYP Goals

• Improve youth work readiness skills
• Improve awareness of workforce center available services
• Increase youth soft-skills proficiency
• Engage local businesses to provide mentoring support
• Increase awareness of career and educational/training opportunities
• Evaluate the impact the EYP has upon youth’s educational and employment pursuits
EYP Outcomes (modifications) (Results as of 6/30/12)

- 720 total planned participants
  - (reduced to 600)
  - 128
- Conduct Boot camps up to six markets in southern Colorado
  - All 6 markets have offered program
- Conduct up to 20 Boot Camps throughout southern Colorado
  - Conducted 8
- Recruit numerous employers to support the internship
  - 128
- Increase age participation to 24+ for work study program
- Achieve a 80% participant Boot Camp successful completion rate
  - 94%
- Achieve a 25% rate for participants that elect to pursue post-secondary education
  - TBD
- Achieve a 50% employment entry rate for those participants in the labor market and seeking employment
  - 44%
- Receive a positive evaluation of 80% or higher from 90% of EYP participants
  - 82% est.
Lessons Learned

• **Curriculum** - right on!
  – Fun
  – Interactive
  – Impactful

• **Program Components** - must be flexible
  – Boot Camp provides the training
  – Mentorship reinforces what they have learned
  – Wrap up is a celebration of what has been accomplished

• **Program Goals** - meet the needs of the youth
  – The great disconnect
  – Getting inside the head of an employer
Lessons Learned

- **Youth Recruitment** - Intense but works well
  - Must continue to incentivize the youth to participate
  - Program is not as effective for “troubled youth”
  - Must form collaborations with other programs that work with youth
    - Work Study program
    - Upward Bound program
    - Junior Achievement
    - DECCA
    - others?
Lessons Learned

• **Business Recruitment** - Most challenging part of program
  – $175 cost to businesses is prohibitive to smaller and more rural businesses
  – “Donor Fatigue”
  – Sponsorship model
  – Must form collaborations with other programs that work with youth
    • Work Study program
    • Upward Bound program
    • Junior Achievement
    • DECCA
    • others?
Why this program is important!

LaJunta

Pueblo
Why this program is important!

Colorado Springs

Canon City
The Future of Engaging Youth

- Take the program statewide
- Incentivize workforce centers to adopt the program
- Provide workforce centers with an implementation kit
  - include operations manual
  - Protege Handbook template
  - Mentor Handbook template
  - Marketing materials for recruitment
  - Marketing timeline
  - Press releases
  - Curriculum
  - Collaboration success stories
Questions?