



Promising Practice: Engaging Youth Program

Randy Scott
Southern Colorado Business Partnership

Engaging Youth Program

Update

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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

EYP Target Population

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

EYP Wrap-Up

Follow up to occur about three-four weeks after boot ca

- 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



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Questions?