
CONNECTING YOUTH & BUSINESS

A TOOLKIT FOR EMPLOYERS

Source: White House Council for Community Solutions. *A Toolkit for Employers: Connecting Youth & Business*. 2012

Insert your company's logo
here

OPPORTUNITY YOUTH IN AMERICA

Your Name

Title, Department

Date

Today's Purpose

- Provide an introduction to opportunity youth: who are they and why are they important to our business
- Outline the potential benefits of creating a training or employment program for opportunity youth
- Make a commitment to support opportunity youth and align on next steps

Today's Agenda

- Who are opportunity youth?
- Why are they called opportunity youth?
- Benefits for our business:
 - Benefits for our customers
 - Benefits for our employees
 - Benefits for our talent pipeline
- Results from our peers
- How can our company provide support?
- Next steps for starting and building our program

REMEMBER
YOUR FIRST
JOB SEARCH?

Remember your first job search?

- Imagine you are a young person looking for a job and you have no experience
- Now imagine you don't have the right education and you face other obstacles that make getting a job seem impossible
- Today, 6.7 million youth are not in school or work ⁽⁵⁾

WHO ARE
OPPORTUNITY
YOUTH?

Who are opportunity youth?

- There are currently 6.7 million youth ages 16-24 in America not engaged in school, work, or training ⁽⁵⁾
- About 50% are male and 50% are female ⁽⁵⁾
- When asked about ethnicity: 43% described themselves as white, 27% as African American, 25% as Hispanic, 5% as Asian, and 3% identified as something else ⁽⁵⁾

WHY ARE THEY CALLED
OPPORTUNITY
YOUTH?

Why are they called opportunity youth?

- Opportunity youth are disconnected from school and/or work
- Opportunity youth are **motivated** and want to reconnect with school or work, but face many barriers such as growing up in poverty or lacking the necessary education
- To overcome these barriers, they need **support** from businesses and educators – they want mentors, training, and learn & earn opportunities

77% 77% 77%

THE PERCENT OF OPPORTUNITY YOUTH BELIEVE THAT GETTING
A GOOD EDUCATION AND A JOB IS THEIR RESPONSIBILITY ⁵

72% 72% 72%

OF OPPORTUNITY YOUTH ARE
VERY CONFIDENT THEY WILL ACHIEVE THEIR GOALS ⁵

Why are the needs of opportunity youth relevant to our business?

- Opportunity youth are both our future employees and our future customers
- Opportunity youth help us build a diverse talent pipeline
- Opportunity youth are impacting the nation's economy. In 2011, the taxpayer burden represented by opportunity youth was **\$93 billion** in lost revenues and increased social services ⁽³⁾
- The social cost in 2011 (including costs beyond the taxpayer burden such as earnings loss and crime victim costs) was **\$252 billion** ⁽³⁾

WHAT CAN OUR BUSINESS
DO TO SUPPORT
OPPORTUNITY
YOUTH?

Opportunity youth are asking for training and other experiences that will help put them on the path to productive adulthoods.

- LIFE SKILLS CLASSES
- ADULT MENTORING

SOFT SKILLS TRAINING

- JOB TRAINING
- CLASSES THAT TEACH THE SKILLS NEEDED TO KEEP A JOB AND ADVANCE

WORK READY SKILLS DEVELOPMENT

- FULL TIME TRAINING WITH PAY AND/OR GED CREDIT
- JOB OPPORTUNITIES THAT ALLOW YOUTH TO EARN MONEY AND ATTEND SCHOOL AT THE SAME TIME
- APPRENTICESHIPS

LEARN & EARN PROGRAMS

WHY IS SUPPORTING
OPPORTUNITY YOUTH

GOOD

FOR BUSINESS?

Why is supporting opportunity youth good for business?

Customers

Customers look for companies that are good corporate citizens. A program for opportunity youth is a way to demonstrate our responsibility.

Employees

We can build our activities around employee volunteers. Employees are more productive, creative, and satisfied with their jobs when they volunteer.

Talent Pipeline

Our program for opportunity youth can help to train a skilled workforce and to create a strong pipeline of diverse talent.

BENEFITS FOR
CUSTOMERS

Benefit for Customers

We can encourage more customers to support our brand through our corporate citizenship practices.

85% of consumers have a more positive image of a product or company when it supports a cause they care about. ⁽⁷⁾



Programs to support opportunity youth provide a direct demonstration of our corporate values.

BENEFITS FOR EMPLOYEES

Benefits for Employees

The potential benefits to the employees who volunteer with our opportunity youth program include greater productivity, creativity, and loyalty.

Employees who frequently volunteer and associate their volunteer work with their jobs are:

- More likely to be very proud to work for their company
- More likely to feel very loyal toward their company
- Nearly twice as likely to be very satisfied with the progression of their career ⁽¹³⁾



By engaging our employees with a program for opportunity youth, we will boost satisfaction and productivity, leading to better performance and more loyal employees.

BENEFITS FOR TALENT PIPELINE

Benefits for Talent Pipeline

Our program for opportunity youth trains a skilled workforce and creates a strong pipeline of diverse talent for our business.

53% of business leaders say their companies face a very or fairly major challenge recruiting non-managerial employees with the skills, training and education their company needs. (17)



Programs for opportunity youth can reduce the cost of employee turnover and build a reliable and diverse talent pipeline.

Have other companies seen measurable results?

JOHNS HOPKINS HEALTH SYSTEM'S SKILLS ENHANCEMENT PROGRAM⁽¹¹⁾

- **Model:** Work Ready Skills Training
- **Delivery:** Courses are taught on hospital campus by adult education teachers and focus on job preparedness
- **Results:** Hopkins has reduced employee turnover, generated a 79% return on investment, and can adjust the curriculum to respond to future talent needs

CVS CAREMARK PATHWAYS TO PHARMACY⁽¹³⁾

- **Model:** Learn & Earn
- **Delivery:** Specialized pharmacist trainings are delivered through Regional Learning Centers and feed the talent pipeline, earning participants college credentials through compensated work
- **Results:** Since 1996, over 80,000 entry-level workers have been hired out of the public assistance population. Recent research shows that CVS retail stores retain 60 % of these employees compared to 30% retention among regular employees

How can our business provide support?

SOFT SKILLS DEVELOPMENT

Provide youth with work-relevant soft skills via course work and/or direct experience

Examples

- Soft skills workshops
- Employee mentors

WORK READY SKILLS DEVELOPMENT

Provide youth with insight into the world of work to prepare them for employment

Examples

- Job shadow days
- Career exploration guidance

LEARN & EARN PROGRAMS

Enable youth to develop on-the-job skills in a learning environment while receiving compensation for work

Examples

- Paid internships
- Permanent positions that provide on-the-job training or allow for continued learning and development

Recommendations and Approach

Our Lane Of Engagement

Insert suggested lane of engagement

Key Business Benefit

Summarize the key business challenge you expect to address (for example, talent and recruiting, corporate reputation, engaging employee volunteers)

Program Development Process

STEP #1:

Identify our resources & the best way to benefit youth

STEP #2:

Define our program scope and gain buy-in from leadership

STEP #3:

Design & Pilot
(including success metrics)

STEP #4:

Refine & Grow the Program



We are here

Next Steps

- Secure sign off of key internal decision-makers
- Define the scope of the program
 - Number of youth served
 - Number of employees engaged
 - Desired benefits
- Determine required resources
- Develop roll-out strategy and timeline
- Begin pilot implementation

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