



# **U.S. Conference of Mayors**

## **Workforce Development Council**

### **Future Workforce Committee**

**Monday, September 29<sup>th</sup>, 2014**

# 2014 WDC Future Workforce Committee Members

**Pamela Moore, Chair**

President and CEO  
Detroit Employment Solutions Corporation  
Detroit, MI

**Marci Brilley**

Vice President of Operations  
CareerSource Brevard, City of Palm Bay  
Rockledge, FL

**Rochelle Daniels**

Assistant County Attorney  
CareerSource Broward, City of Pembroke Pines  
Fort Lauderdale, FL

**Naomi Earp**

Executive Director  
Workforce Investment Network  
Memphis, TN

**Trinh Nguyen**

Director  
Boston Office of Jobs and Community Services  
Boston, MA

**Karen Sitnick,**

Director  
Office of Employment Development,  
Baltimore, MD

**Laurie Bouillon Larrea**

WDC Board, President  
Workforce Solutions Greater Dallas  
Dallas, TX

**Mark Edwards**

President and CEO  
Philadelphia Works Inc.  
Philadelphia, PA

**Robert Sainz**

Assistant General Manager  
Community Development Department  
Los Angeles, CA

**Cynthia Spell Tweh, CWDP, LMSW**

Deputy Community and Economic Development Director  
City of Phoenix, Business and Workforce Development  
Division  
Phoenix, AZ

# Future Workforce Committee Goals & Objectives

## Goals

- Elevate promising strategies for collective impact
- Create various career pathways to incubate young talent
- Serve as policy advocates for youth

## Objectives

- Establish information network for Promising and Best Practices
- Establish a practitioner resource hub for publications and models
- Build platform to leverage public funds and solicitation of RFPs for youth employment programs

# Survey Highlights

## Representative Cities

Baltimore, Maryland; Boston, Massachusetts; Dallas, Texas; Detroit, Michigan; Los Angeles, California; Memphis, Tennessee; City of Palm Bay (Brevard, Florida); City of Pembroke Pines (Broward, Florida); Philadelphia, Pennsylvania; Phoenix, Arizona

- The lowest number of youth served in the SYEP was 30 and the greatest number served was 10,000
- The lowest number of youth served in the Year-Round Program was 300 and the greatest number served was 5,000
- Credentialing, Occupational Training, Academic Achievement, and Earn & Learn are being utilized to guide career development and workforce readiness
- Communication/Outreach tools for youth primarily used: Social media, word of mouth and public announcements
- Key Workforce Partners for Youth: Youth Service Providers and K-12 schools/programs
- Greatest Workforce Challenge for Youth Programs: Lack of Funding
- Greatest Workforce Challenge for Youth Development: High school dropout rate
- Most work with Opportunity Youth
- All are partnering with educational institutions
- All are partnering with High Schools and Community Colleges and over half are partnering with Universities
- None are currently working with Career Cruising/cclnspire
- Most are Publicly Funded
- Majority of Private funds come from Banking Institutions



# National Youth Employment and Best Practices

- At-Risk Models
- Effective K-12 Partnerships
- Diverse Funding
- Promoting Policy and Systems Change

# Detroit Employment Solutions Corporation

## At-Risk Youth Initiatives

- Career Awareness Readiness Equals Success (C.A.R.E.S) Program  
(In-School Model , National Work Readiness Credential, STEM Genius and Grand Circus)
- City of Detroit/ General Services Department
- City of Detroit Recreation Department (DTE Energy)
- Detroit Youth Violence Prevention Initiative
- Detroit Pathways to Opportunity Initiative (Aspen Institute)
- JAG (Jobs for Americas Graduates) (Private & State of Michigan Workforce Development Agency)

# 2014 At-Risk Youth Program Impact

Year-Round Participants: 1770

SYEP Participants: 2,183 - Work Experiences 1754

## **Career Awareness Readiness Equals Success** (C.A.R.E.S.) Program

- 161 Students enrolled
- 93% Completion rate
- 45 Received credentials
- 81 Placed in Summer Employment
- 24 Employed as Peer Leaders
- 4 Peer Leaders hired by STEM Instructor

## **General Services Department**

(Special Partnership with City of Detroit's General Service Division WIA funded)

- 80 Youth Employed - 90% Retention Rate
- 81% Received credentials
- 299 Parks cut - 130% Increase over prior year.
- Request to extend program Year-Round.

## **Michigan Department of Natural Resources**

- 30 Youth employed

## **Department of Human Services (Foster-Care Youth)**

- 241 Youth referred
- 152 Youth placed
- 119 Youth worked

## **Year-Round Employment: DTE**

- 60 Enrolled participants
- 80% Employment retention rate
- 17% Entered into post-secondary education
- 8.3% Obtained permanent employment

# K-12 Partnerships

## BALTIMORE CITY'S WORKFORCE DEVELOPMENT AND PUBLIC SCHOOLS PARTNERSHIP

**BALTIMORE CITY**  
**PUBLIC SCHOOLS**



Karen Sitnick, Director Mayor's Office of Employment Development  
[ksitnick@oedworks.com](mailto:ksitnick@oedworks.com)



# Innovative Options for Promoting High School Success



**The Youth Opportunity (YO) Academy**, located within MOED's Westside YO Center, is an alternative public high school for over-age, under-credited students referred by Baltimore City Public Schools. The Academy recently introduced a new culinary arts program under its CTE division.



**The Career Academy** provides academic and workforce development services to over-age, under-credited youth. A Diploma Plus model allows students to simultaneously earn a high school diploma and/or college credits while participating in career development & internships.



**The Academy for College & Career Exploration (ACCE)** is a transformation public school with 675 students in grades 6-12. MOED founded and operates ACCE in partnership with the Johns Hopkins University, Institute for Policy Studies.

# Preparing Our Future Workforce

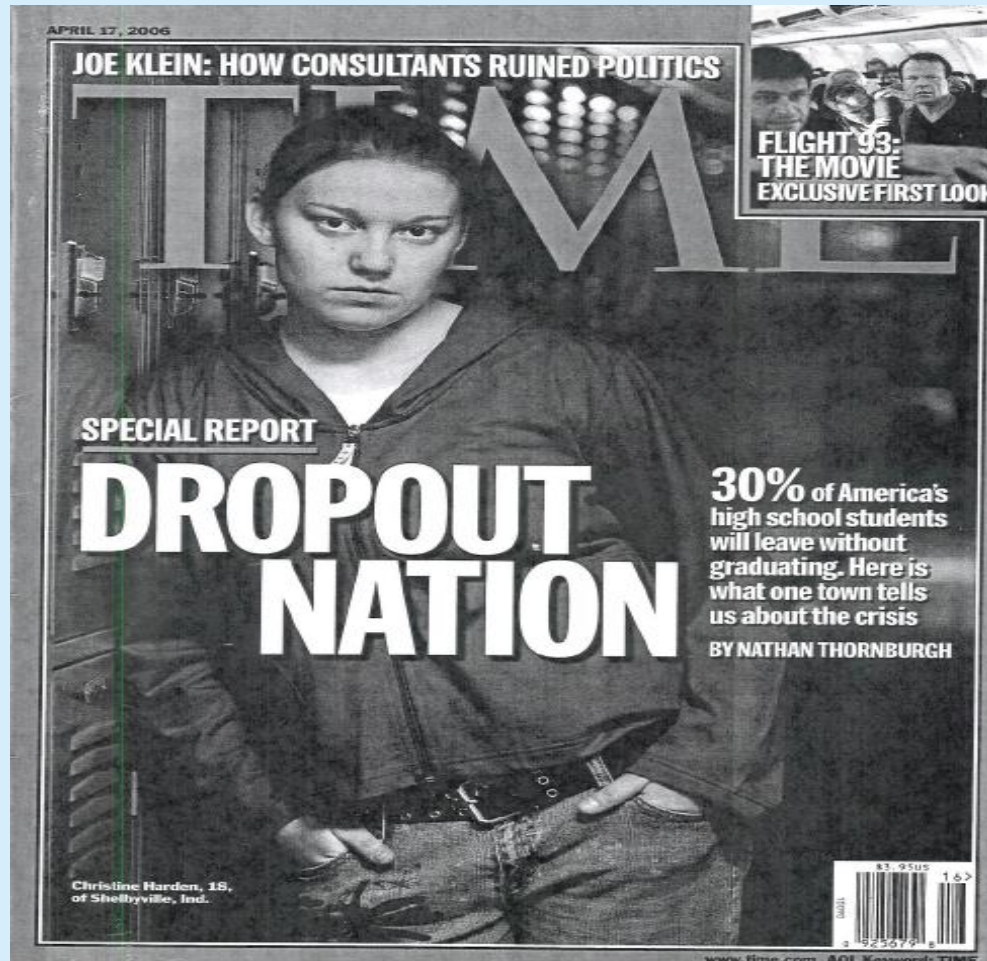


**YouthWorks** annually connects approximately 5,000 young people ages 14-21 to six-week summer jobs with public-sector and nonprofit worksites throughout Baltimore. Through **Hire One Youth**, YouthWorks' private-sector component, local employers directly hire pre-screened job ready students to youth for summer and year-round jobs.



**The 21<sup>st</sup> Century Job Ready Toolkit**, newly developed by the Opportunity Collaborative, is a free curriculum that establishes consistent job-readiness standards for Baltimore City.

# Diverse Funding



**Robert Sainz** , Assistant General Manager  
Community Development Department, Los Angeles, CA

# Dropout A National Problem



- 1.2 million students did not graduate from high school in 2011
- Lost lifetime earnings for that class of dropouts alone total \$154 billion<sup>1</sup>
- 1 in 10 U.S. high schools is a dropout factory<sup>2</sup>

## LAUSD

### Our Students

8,278 youth in foster care  
13,794 students who are homeless  
15,725 students dropped out (2012 & 2013)  
31,727 missed 10 or more days in the first  
semester of school (2013-14)

### 20% Dropout Rate

Approximately 20,000 high school students  
missed more than 25 days of school

## City of Los Angeles

100,000 Youth

between the ages of

16-24

Out of school  
and  
Out of work

1 in 5

<sup>1</sup>Alliance for Excellent Education, The High Cost of High School Dropouts (2011)

<sup>2</sup>Balfanz and Legters (2004)

# Finding a Solution

- City of Los Angeles sought collaboration with Pupil Services Dropout Recovery Efforts
- LA Economic and Workforce Development Department realigned Workforce Investment Funds to serve as a dropout recovery model
- New formula required agencies to serve 70% out of school youth and 30% in school youth.
- Released RFP that included the placement of an LAUSD PSA Counselor at every site



## Partnering to Re-engage Youth

In July 2012, the LAUSD and the City of Los Angeles launched the largest partnership between two large institutions in order to address the dropout crisis.

Pupil Services and Attendance Counselors and the YouthSource System were co-located to better coordinate services and create a holistic approach to serving our highest risk students.



# YOUTHSOURCE & FAMILYSOURCE PARTNERSHIP

- 33 YouthSource & FamilySource Centers throughout the City of Los Angeles
- Shared funding between LAUSD and City of Los Angeles, including staffing  
50% LAUSD  
50% City of Los Angeles

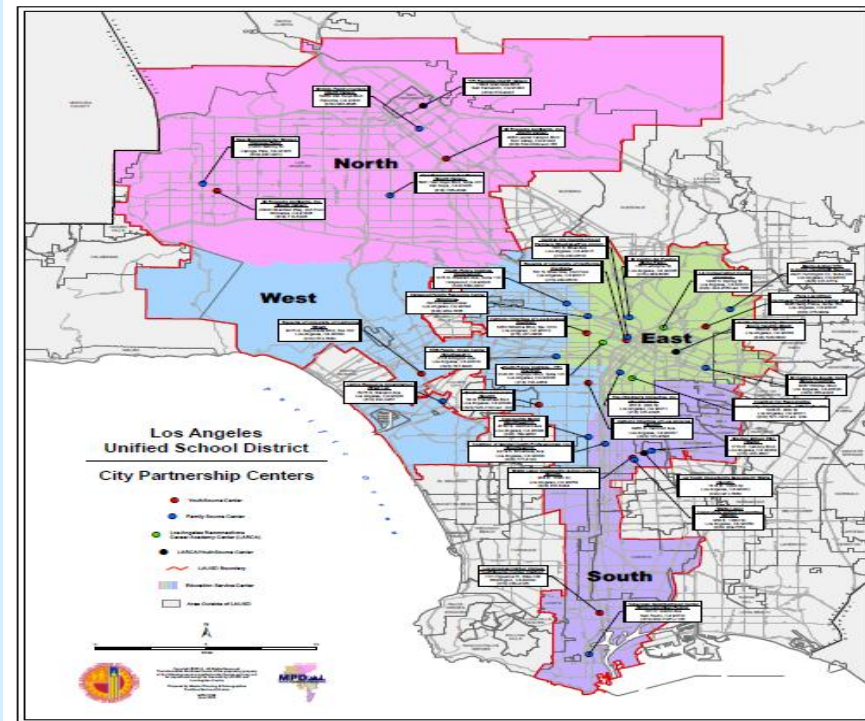
## Outcomes

### Year 1: 2012-13

- Over 8000 youth used the YouthSource Centers
- 5,394 received an educational assessments
- 2910 enrolled in YouthSource System
- 972 high school dropouts returned to school
- Over 700 enrolled in WIA activities and services
- An estimated 1000 youth enrolled in other workforce programs

### Year 2: 2013-14

- Similar numbers to be verified



# Policy and Systems Change



**Laurie Bouillon Larrea**, President, WDC Board  
President Workforce Solutions Greater Dallas, Dallas, TX

# Disconnected YOUTH

Not having the latitude to serve IN-SCHOOL youth may provide community leverage to raise funding, or redirect resources to provide internships, work based learning, and internships – speak openly and often about the change!

Disconnected youth will more resources for success!! Services will require better coordination with the court system – We are considering a model program to avoid first offense and redirect youth to Apprentices-able Trades and cooperation/compliance with Workforce programs.

Irony, restored the eligibility inclusion of Free Lunch and removed all but 25% expenditures for in-school opportunities!! *IN GENERAL- The term 'low-income individual' means an individual who-- (iv) receives or is eligible to receive a free or reduced price lunch under the Richard B. Russell National School Lunch Act (42 U.S.C. 1751 et seq.);*



# Eligibility - disconnects!

Expanded definition, but not used for Adult Education?

## **ADULT EDUCATION - SEC. 203. DEFINITIONS:**

- (1) ADULT EDUCATION-(4) ELIGIBLE INDIVIDUAL- The term 'eligible individual' means an individual--
- (A) who has attained 16 years of age; (B) who is not enrolled or required to be enrolled in secondary school under State law; and
- (C) who-- (i) is basic skills deficient; (ii) does not have a secondary school diploma or its recognized equivalent, and has not achieved an equivalent level of education; or (iii) is an English language learner.

Adult Education starts at 16!

## **LABOR - SEC. 188.**

### **NONDISCRIMINATION.**

(a) In General- (5) PROHIBITION ON DISCRIMINATION AGAINST CERTAIN NONCITIZENS- Participation in programs and activities or receiving funds under this title shall be available to citizens and nationals of the United States, lawfully admitted permanent resident aliens, refugees, asylees, and parolees, and other immigrants authorized by the Attorney General to work in the United States.

## Title II—Adult Education and Literacy

- *It is the purpose of this title to create a partnership among the Federal Government, States, and localities to provide, on a voluntary basis, adult education and literacy activities, in order to--*
- *(1) assist adults to become literate and obtain the knowledge and skills necessary for employment and economic self-sufficiency;*
- *(2) assist adults who are parents or family members to obtain the education and skills that--*
- *(A) are necessary to becoming full partners in the educational development of their children; and*
- *(B) lead to sustainable improvements in the economic opportunities for their family;*
- *(3) assist adults in attaining a secondary school diploma and in the transition to postsecondary education and training, including through career pathways; and*
- *(4) assist immigrants and other individuals who are English language learners in--*
- *(A) improving their-- (i) reading, writing, speaking, and comprehension skills in English; and (ii) mathematics skills; and*
- *(B) acquiring an understanding of the American system of Government, individual freedom, and the responsibilities of citizenship.*

**Only 1 of the activities is related to employment and economic self-sufficiency!**

# Recommendations

- **At-Risk Youth**
  - Address Youth Violence
  - Expand Collaborations
  - Create Education/Career Pathways
- **K-12 Partnerships**
  - Expand Career and Technical Education Programs to include middle schools, helping to nurture talent pipeline earlier
  - Mandate that Work Readiness Training be included in secondary school curricula
  - Incentivize educational attainment with paid work experience opportunities developed within schools (project based learning)
- **Diverse Funding**
  - Develop corporate-sponsored paid internships to supplement public subsidies
  - Engage high-level city, state, and business leaders as champions year round in promoting sponsorship of youth development programs
  - Establish consortiums that provide strong match funding when applying for federal and state grants
- **Policy Changes**
  - Monitor curfew laws
  - Incorporate WIA Youth dollars for out-of-school participants/integrated funding services
  - Expand policies that support increasing services for foster children past the age 18



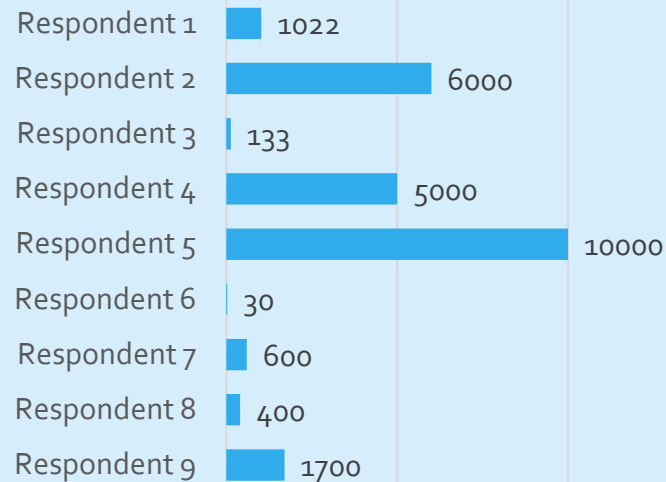
# APPENDIX

# WDC Future Workforce Committee Survey Results

Q1 How many participants are in your Summer Youth Employment Program ?

Responses

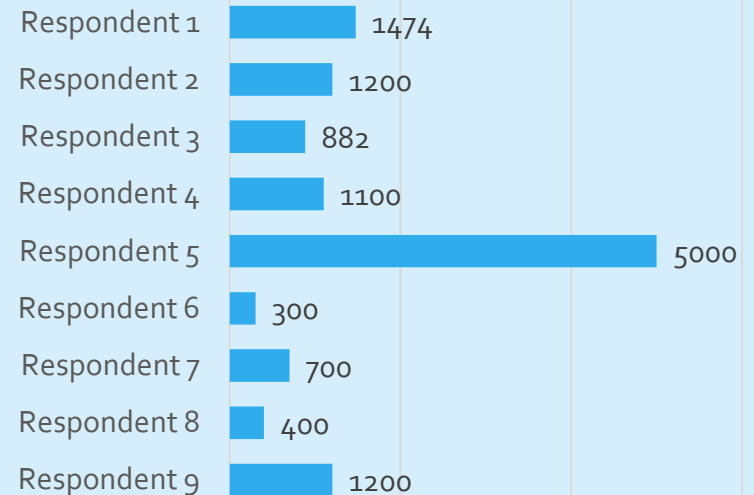
■ Answered: 9 Skipped: 3



Q2 How many participants are in your Year-Round Program?

Responses

■ Answered: 9 Skipped: 3



# WDC Future Workforce Committee Survey Results

Q3 Please share youth programming goals being used to guide career development and workforce readiness

Answered: 9 Skipped: 3

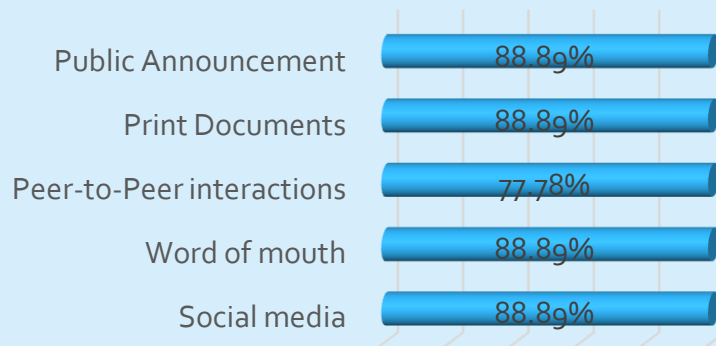
<b>Respondent 1</b>	Year round youth may work to achieve GED's, National Retail Federation Customer Service credentials, office skills training, machine operator specialists and/or A+ Certifications
<b>Respondent 2</b>	The programming goals are: Learn and apply 21st Century skills for 120 hours Gain and increase literacy and numeracy skills Gain certifications in specific industries Transition into post-secondary options
<b>Respondent 3</b>	10 WIA Elements - Occupational training and WEX in alignment with local area's sector strategy industries - Increase # youth attending post secondary education -concentration on college and career readiness
<b>Respondent 4</b>	Academic achievement ( GED or HS diploma) Workplace readiness-21st Century Essential skills. Post-secondary transition to employment, training or further education Community Engagement and Leadership Skills
<b>Respondent 5</b>	We utilize a "Earn and Learn" model stressing both education and employment.
<b>Respondent 6</b>	Foundations training - a work readiness training for all youth
<b>Respondent 7</b>	Credential, Employment, Entry to Post Secondary Training
<b>Respondent 8</b>	<ol style="list-style-type: none"> <li>1. Need to identify additional partners, especially mental health services to enhance supportive services for youth.</li> <li>2. Align educational focus and summer work experience to sector strategy as much as possible.</li> <li>3. Review performance of current service providers to determine effectiveness of services being delivered.</li> </ol>
<b>Respondent 9</b>	All Year Round Youth participants will gain meaningful employment experience through paid or unpaid work experience, summer job, and occupational skills training. All participants will complete a financial literacy and healthy lifestyle program. All youth will complete a mentoring program. Youth 14-18 and 19-21 will achieve at least 9th grade level reading and math. All youth participants will complete an assessment, career plan, and post secondary career options.

# WDC Future Workforce Committee Survey Results

Q4 What type of communication tools  
are being used for youth outreach

## Responses

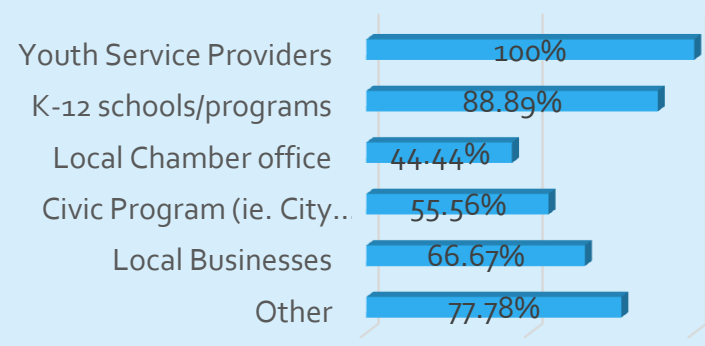
■ Answered: 9 Skipped: 3



Q5 Who are your major workforce  
partner for youth?

## Responses

■ Answered: 9 Skipped: 3



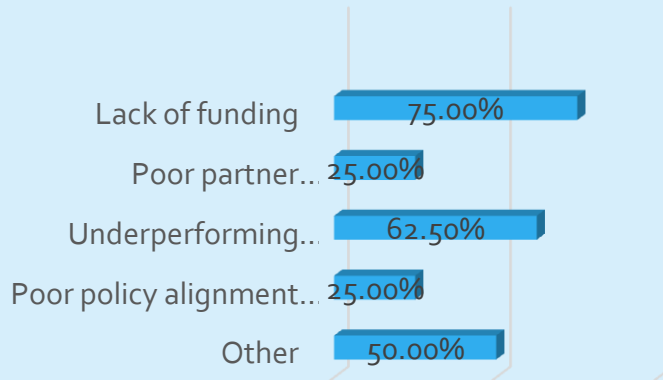
**Other:** CBO's, Churches, Community Colleges, Juvenile Justice, SER national, RESCare Child Welfare, Family Court, Access Points, College Depot (partnering with city of Phoenix Publix), Health Department, Adult Education Centers, Fostercare

# WDC Future Workforce Committee Survey Results

## Q6 Greatest Workforce Challenges for Program Development

Responses

■ Answered: 8 Skipped: 4

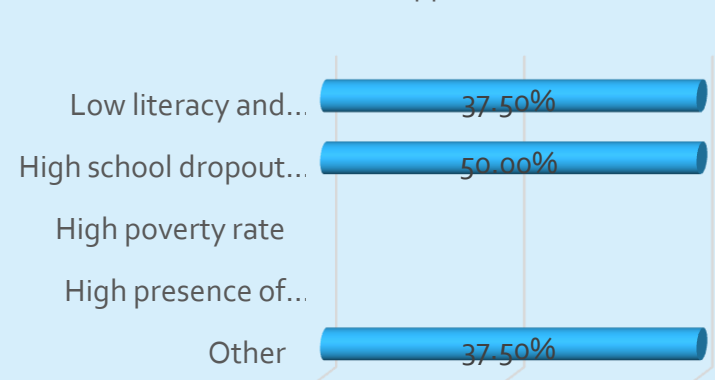


**Other:** CBO's, Churches, Community Colleges, Juvenile Justice, SER national, RESCare Child Welfare, Family Court,

## Q7 Greatest Workforce Challenges for Youth Development

Answer Choices

■ Answered: 8 Skipped: 4



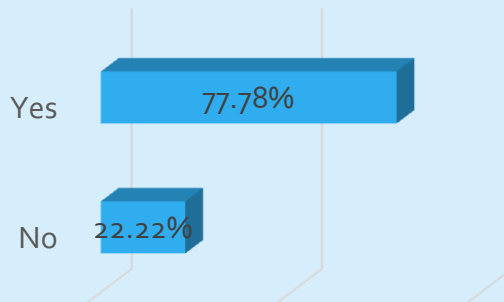
**Other:** All of the above....system would not allow us to check multiple boxes



# WDC Future Workforce Committee Survey Results

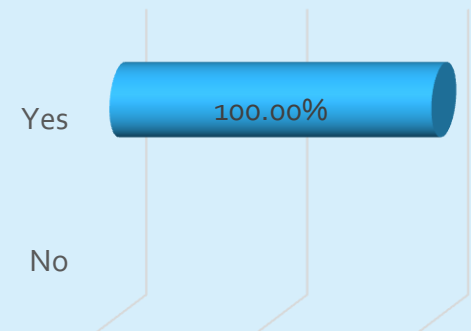
Q8 Are you involved with Opportunity Youth work?

Responses  
■ Answered: 9 Skipped: 3



Q7 Youth Development

Responses  
■ Answered: 11 Skipped: 1

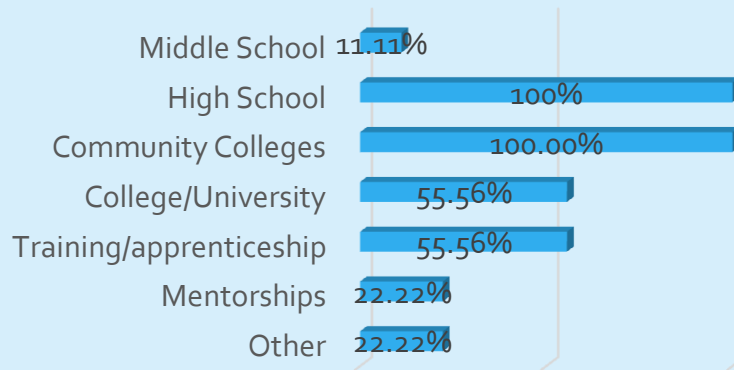


# WDC Future Workforce Committee Survey Results

Q10 If Yes, please select type of  
Educational partner

Responses

■ Answered: 9 Skipped: 3

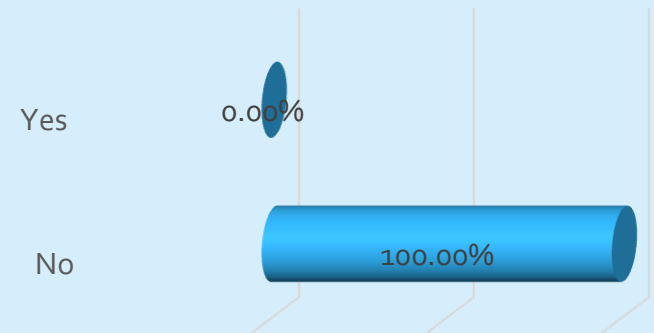


**Other:** ITA Providers; Plans to develop apprenticeship

Q11 Do you currently use Career  
Cruising cclnspire?

Answer Choices

■ Answered: 8 Skipped: 4



# WDC Future Workforce Committee Survey Results

## Q12 List local policies that address barriers to youth program development

Answered: 7 Skipped: 5

- We work closely to identify and correct local policy that presents a barrier.
- One policy barrier has to do with eligibility for Workforce Investment Act for out of school youth.
- New curfew laws
- 70 percent WIA Youth for out of school participants. Integrated funding for services
- We have provided guidance on needs additional WIA assistance to target a barriered population
- Local policies are a barrier to youth program development such as policies that cease all support of foster children at age 18

# WDC Future Workforce Committee Questionnaire

Q13 Approximately what % of funds are being used to support youth programs

## Responses

Answered: 8 Skipped 4

