



Making Summer Youth Employment Work

Voices of Summer Webinar Series



Welcome!

- Your phone line is muted.
- The webinar is being recorded.
- A link to the recording and slides will be made available.



Welcome!



Leslie Gabay-Swanston
Director of Program and Systems Quality
National Summer Learning Association



Webinar Overview

- About NSLA
- Panelists
 - National League of Cities
 - Charlotte, NC
 - LinkedIn Learning
 - Boston, MA
- Audience Questions
- Announcements & Follow-up



About NSLA

NSLA is a national, non-profit organization focused on the powerful impact of one achievable goal: investing in summer learning to help close the achievement gap. NSLA uses the power of research, advocacy, training, and policy to transform America's neighborhoods and communities, one child at a time.

Our work is based on the simple idea that summer—a time that is easily overlooked yet critical to educational development—is bursting with possibility, and instrumental in closing the achievement gap between privileged children and our most vulnerable children.



Why Summers Matter



Summer is the time of greatest inequity for young people. When schools are closed, many low income young people lack access to meals, books and other learning resources, and physical activity.

55

Panelist



Gislene Tasayco
*Senior Program Specialist,
Education & Expanded Learning*
National League of Cities



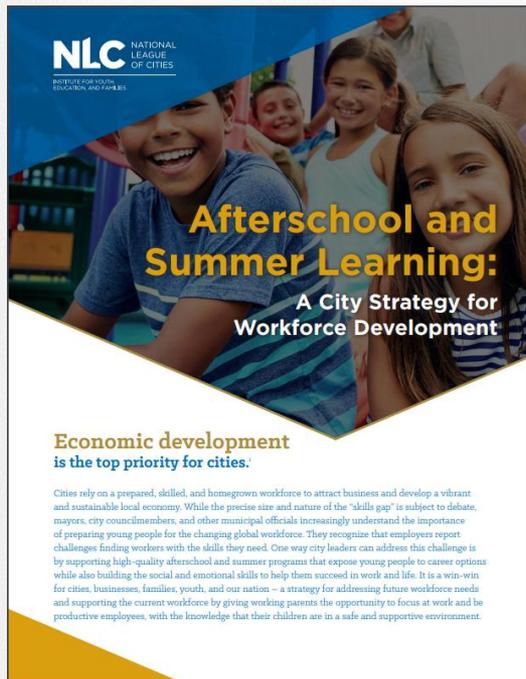
CITIES ON THE FRONTLINE: SYEP

Senior Program Specialist, Institute for Youth Education & Families

Gislene Tasayco



Youth Employment: Background & Context

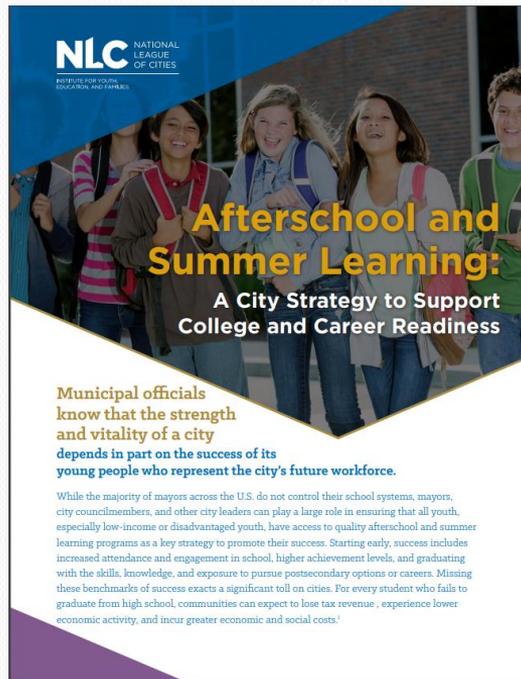


NLC NATIONAL LEAGUE OF CITIES
INSTITUTE FOR YOUTH, EDUCATION, & FAMILIES

Afterschool and Summer Learning: A City Strategy for Workforce Development

Economic development is the top priority for cities.

Cities rely on a prepared, skilled, and homegrown workforce to attract business and develop a vibrant and sustainable local economy. While the precise size and nature of the “skills gap” is subject to debate, mayors, city councilmembers, and other municipal officials increasingly understand the importance of preparing young people for the changing global workforce. They recognize that employers report challenges finding workers with the skills they need. One way city leaders can address this challenge is by supporting high-quality afterschool and summer programs that expose young people to career options while also building the social and emotional skills to help them succeed in work and life. It is a win-win for cities, businesses, families, youth, and our nation – a strategy for addressing future workforce needs and supporting the current workforce by giving working parents the opportunity to focus at work and be productive employees, with the knowledge that their children are in a safe and supportive environment.

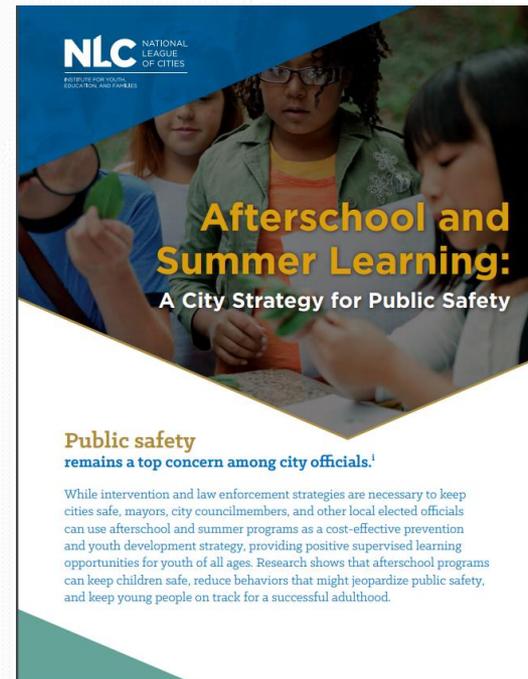


NLC NATIONAL LEAGUE OF CITIES
INSTITUTE FOR YOUTH, EDUCATION, & FAMILIES

Afterschool and Summer Learning: A City Strategy to Support College and Career Readiness

Municipal officials know that the strength and vitality of a city depends in part on the success of its young people who represent the city’s future workforce.

While the majority of mayors across the U.S. do not control their school systems, mayors, city councilmembers, and other city leaders can play a large role in ensuring that all youth, especially low-income or disadvantaged youth, have access to quality afterschool and summer learning programs as a key strategy to promote their success. Starting early, success includes increased attendance and engagement in school, higher achievement levels, and graduating with the skills, knowledge, and exposure to pursue postsecondary options or careers. Missing these benchmarks of success exacts a significant toll on cities. For every student who fails to graduate from high school, communities can expect to lose tax revenue, experience lower economic activity, and incur greater economic and social costs.¹



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Afterschool and Summer Learning: A City Strategy for Public Safety

Public safety remains a top concern among city officials.¹

While intervention and law enforcement strategies are necessary to keep cities safe, mayors, city councilmembers, and other local elected officials can use afterschool and summer programs as a cost-effective prevention and youth development strategy, providing positive supervised learning opportunities for youth of all ages. Research shows that afterschool programs can keep children safe, reduce behaviors that might jeopardize public safety, and keep young people on track for a successful adulthood.

Summer As the Opportunity

The risk that juveniles will be victims of violence is **60% greater in the four hours after school** than in the period from 8 p.m. to midnight on non-school days.^{xii}

66% of young people nationwide wish there were more safe places they could hang out and have fun.^{xiii}

92 PERCENT

of business executives believe that Americans do not have the skills they need to do the jobs of today or tomorrow; nearly half also think that Americans lack critical social-emotional skills such as communication, creativity, critical thinking, and teamwork.ⁱⁱ

\$164 BILLION

Businesses spend more than \$164 billion annually on employee education and training to improve workforce skills.ⁱⁱⁱ

\$160 BILLION

is the annual potential value of unfilled job opportunities in the U.S.^{iv}

Summer jobs contribute to...



Skills development



Increased earnings



Improved school attendance and educational outcomes



A pipeline of workers and reduced poverty



Reduced involvement in the juvenile and criminal justice system

PROVIDING MEANINGFUL CAREER READY OPPORTUNITIES

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Grow Detroit's Young Talent



- 14,000 students applied for YouthWorks
- Developing a 5-week *Future of Work*, teleworking curriculum
 - Design Thinking
 - Invention Education
 - Computer Science
 - Media Creation
 - SAT/ ACT Prep
- Mentors
- Youth Voice

- Former Kansas City, Missouri Mayor Sly James
- Using existing virtual learning platform in partnership with school districts
- Coordinating internship opportunities within City Hall & private sector
- Work-Ready Modules
- Partnership with Sprint, 1 Million Project
- Youth Voice

- 1. City Leaders Champions***
- 2. Multi-sector Partnerships***
- 3. Youth Voice***

MAYORS' EDUCATION POLICY ADVISORS NETWORK

Formed in May 2003, the Mayors' Education Policy Advisors Network (EPAN) is a national network of senior municipal staff who are working with mayors of the nation's 75 largest cities on key issues related to improving educational outcomes for children and youth.





Bela Shah Spooner
Program Director
spooner@nlc.org



Gislene Tasayco
Senior Program Specialist
tasayco@nlc.org

Panelists



Dawn Hill

*Youth Programs & Business
Partnerships Manager
City of Charlotte*



Austin Halbert

*Founder & CEO
Radius Group*



Charlie Gill

*Public Sector Account Manager
LinkedIn Learning*





CHARLOTTE™

MYEP

MAYOR'S YOUTH EMPLOYMENT PROGRAM

**Dawn M. Hill
Youth Programs & Business
Partnerships Manager**

**City of Charlotte
Housing & Neighborhood
Services**

**Community Engagement
Division**

Youth Programs



MAYOR'S YOUTH EMPLOYMENT PROGRAM (MYEP)

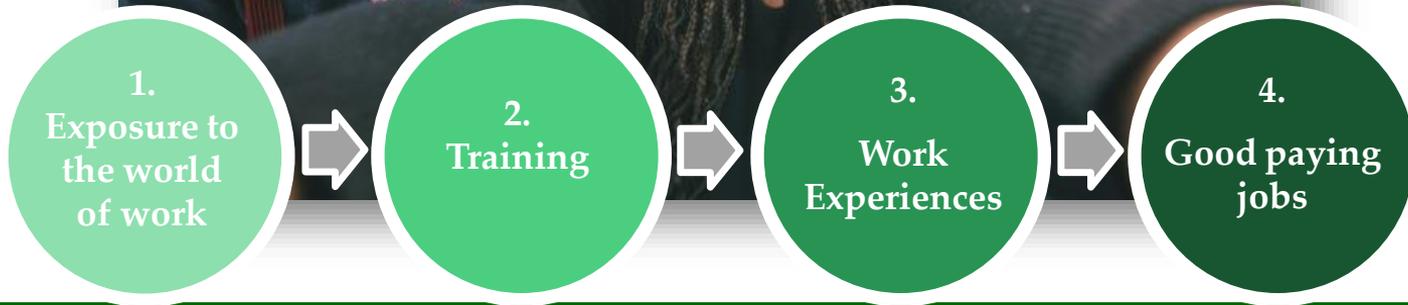
34 years serving the Charlotte community

MYEP Mission:

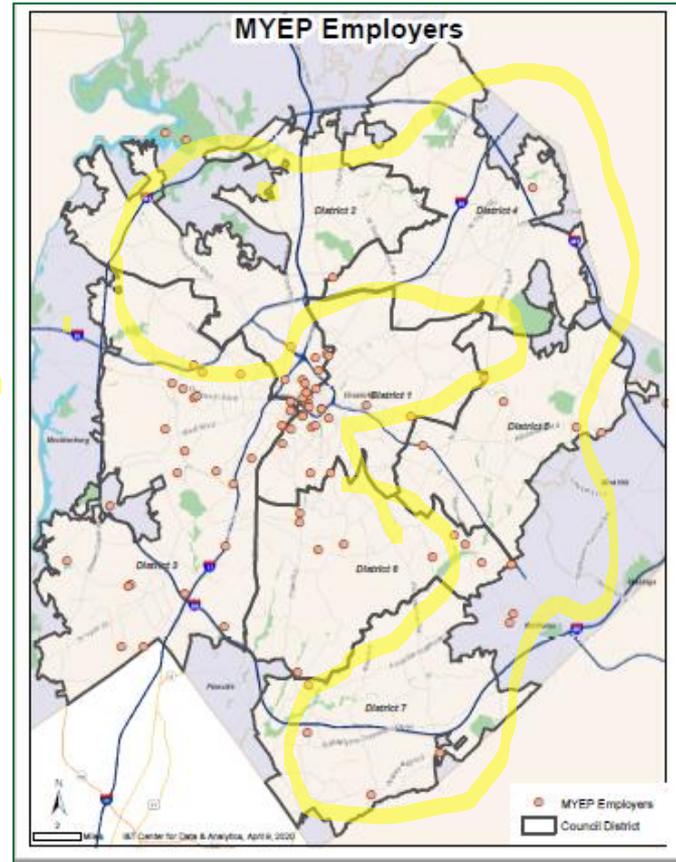
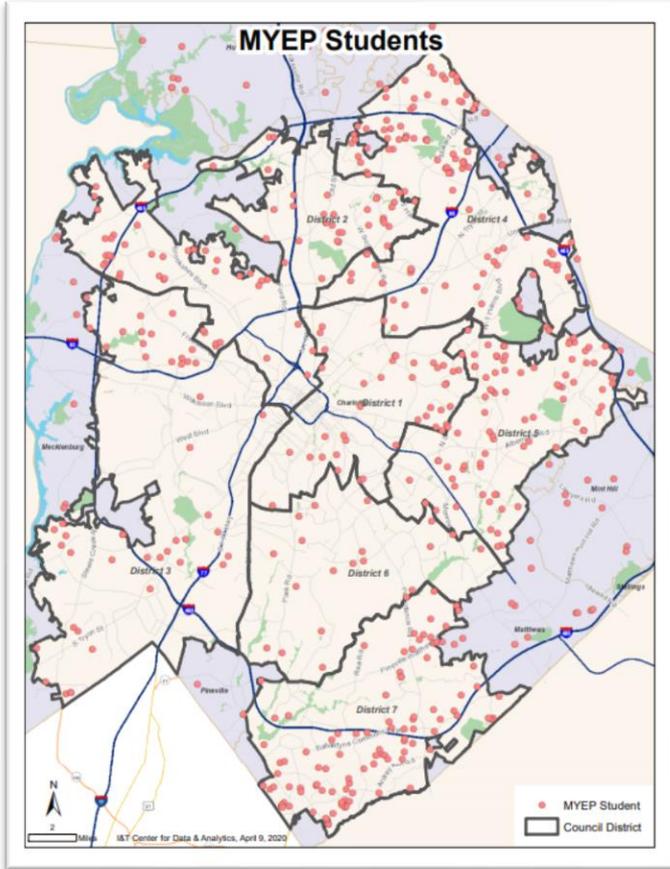
To provide all Charlotte youth with equitable career development opportunities to explore the world of work, build social capital, and enhance economic mobility.



Teenage labor force participation increases economic mobility for individual youth and our overall community.



WHAT ARE WE TRYING TO ACHIEVE?



2

Internship Tracks

TRADITIONAL INTERNSHIPS

- Students intern **on-site** with a Host Employer who is matched based upon their career interest
- Students work 25 hours per week for 6 weeks at \$9 per hour

Virtual INTERNSHIPS

- Students select 1 of 5 virtual pathways to explore
- Students are engaged for 4 days per week for 5 hours per day through asynchronous and synchronous learning provided by LinkedIn Learning & Radius Learning
- In collaboration between the City of Charlotte, Charlotte-Mecklenburg Schools (CMS), and community stakeholders





THANK YOU!

We'd like to give a BIG thank you to all of our host employers! Your commitment to our youth is a commitment to Charlotte's success!

For more info visit, <http://charlottenc.gov/MYEP>.



Danke!

Thank You!

Arigatou
Gozaimasu!

Gracias!

Merci!

Grazie!

Resilience

Does not involve returning to our original form. We can never be the same.

What stretches us launches us forward.

What compresses pulls from deep within us the strength to break out.

Eventually, you have been through this process so many times, a reflex kicks in.

You know that you aren't alone and you aren't breakable.

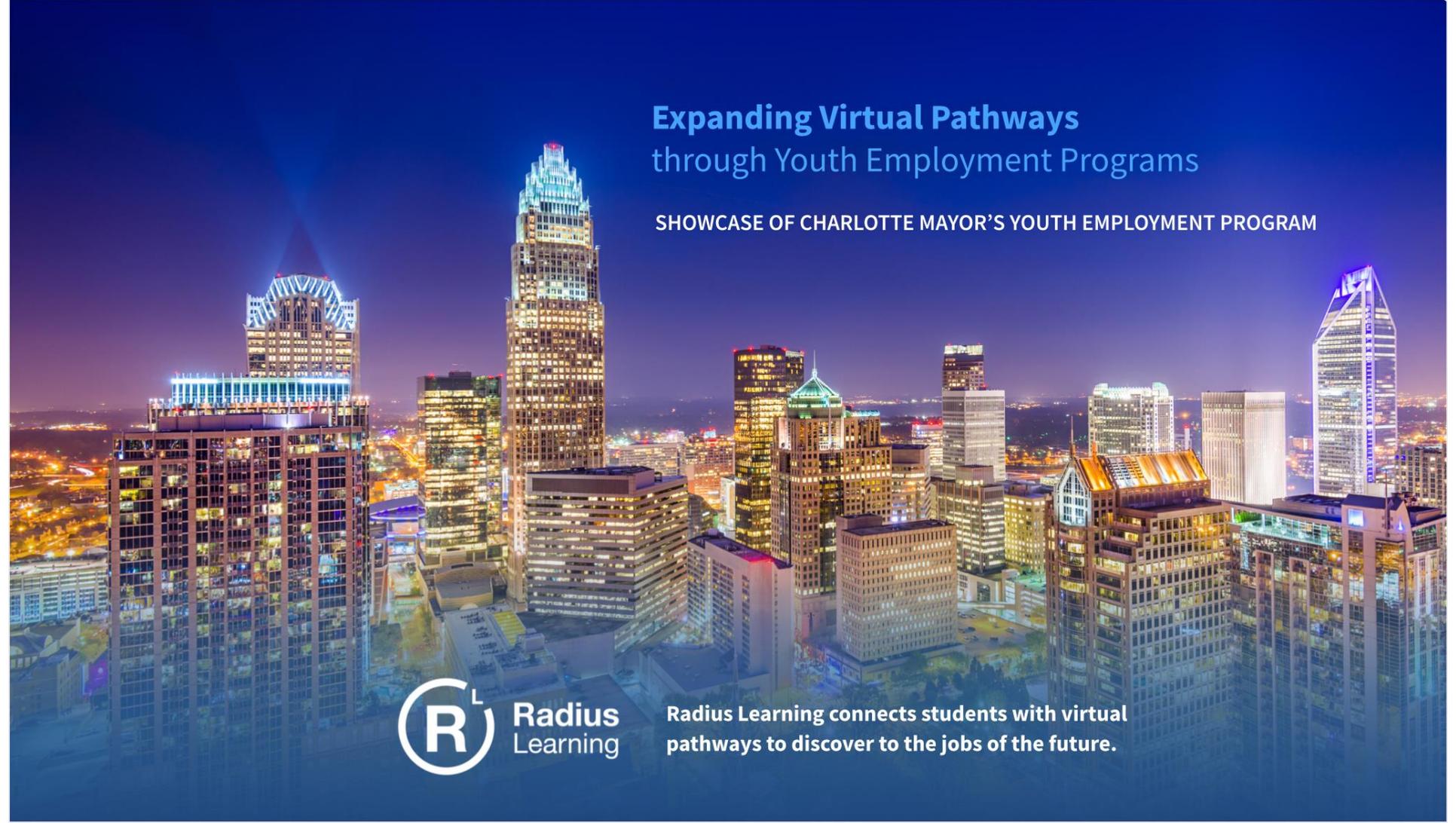
You feel the pain, say a prayer, make a plan. That is when the magic happens.

You can feel yourself expand with pure strength.

Then you know, whatever storm is coming, you will continue to rise.

You are that strong. #SYEPstrong.

-Jennifer Bostic



Expanding Virtual Pathways through Youth Employment Programs

SHOWCASE OF CHARLOTTE MAYOR'S YOUTH EMPLOYMENT PROGRAM



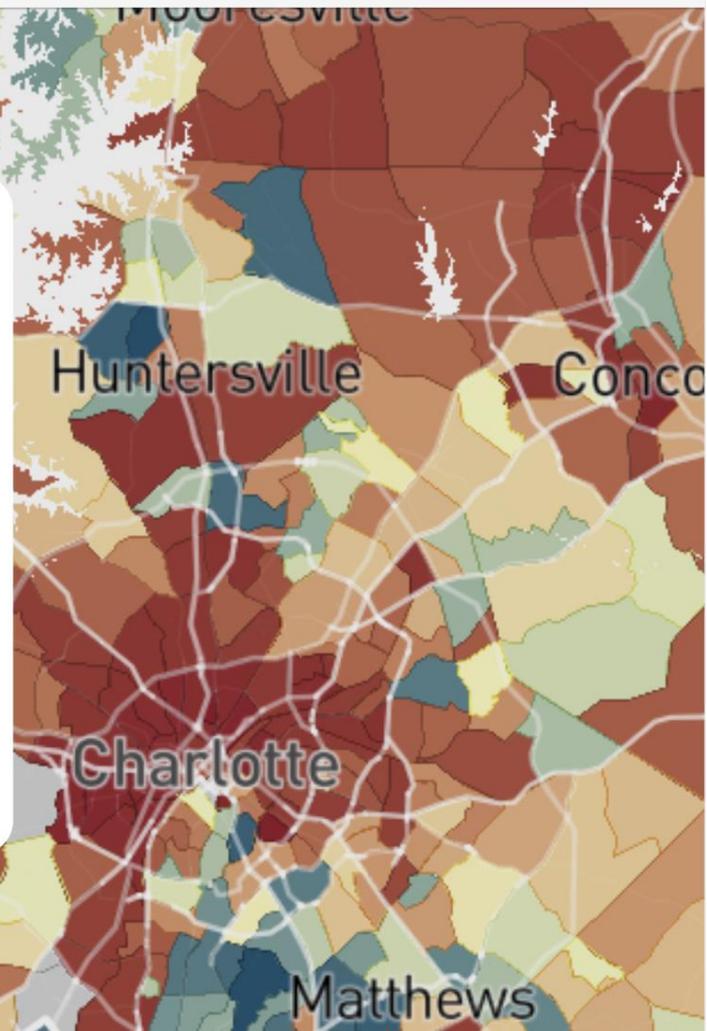
Radius Learning connects students with virtual pathways to discover to the jobs of the future.

How can we upskill Charlotte's workforce for future competitiveness and inclusive growth?

Charlotte children born into the bottom income quartile have just a 4.4% chance of making it into the top.

In 2020, we are on the verge of seeing more "Lost Einsteins" in this generation than any before. Charlotte now has the opportunity to transition our residents into the future of work.

1. Opportunity Atlas (Raj Chetty): www.opportunityatlas.org



Pathways for youth to discover the jobs of the future with top employers



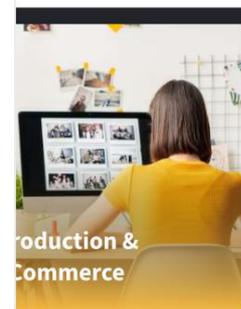
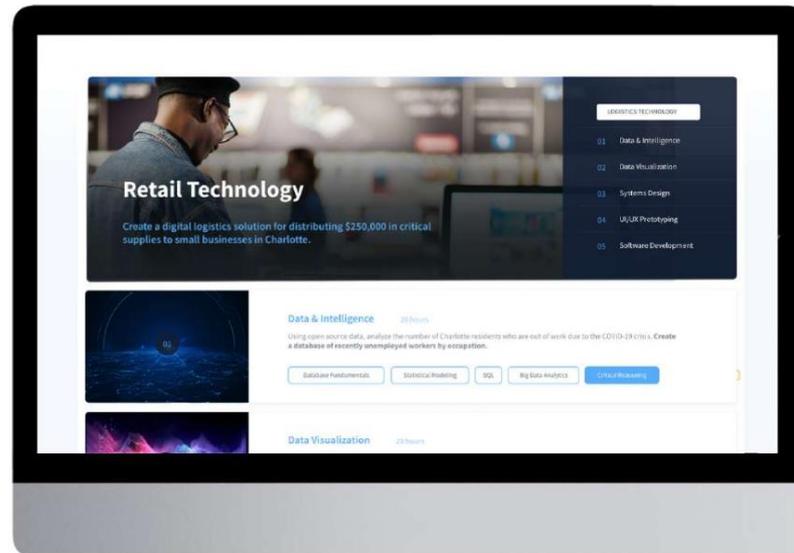
Increase skills development with assignments simulating jobs in demand.



Open an entry point to the future workforce by providing real experience with employers.



Open access to networks through virtual interaction and collaboration.



Combining the power of learning models for the future of work.

There is no off-the-shelf solution for youth employment. MYEP will combine the power of LinkedIn Learning and Radius Learning to deliver strong outcomes for all students in summer 2020.



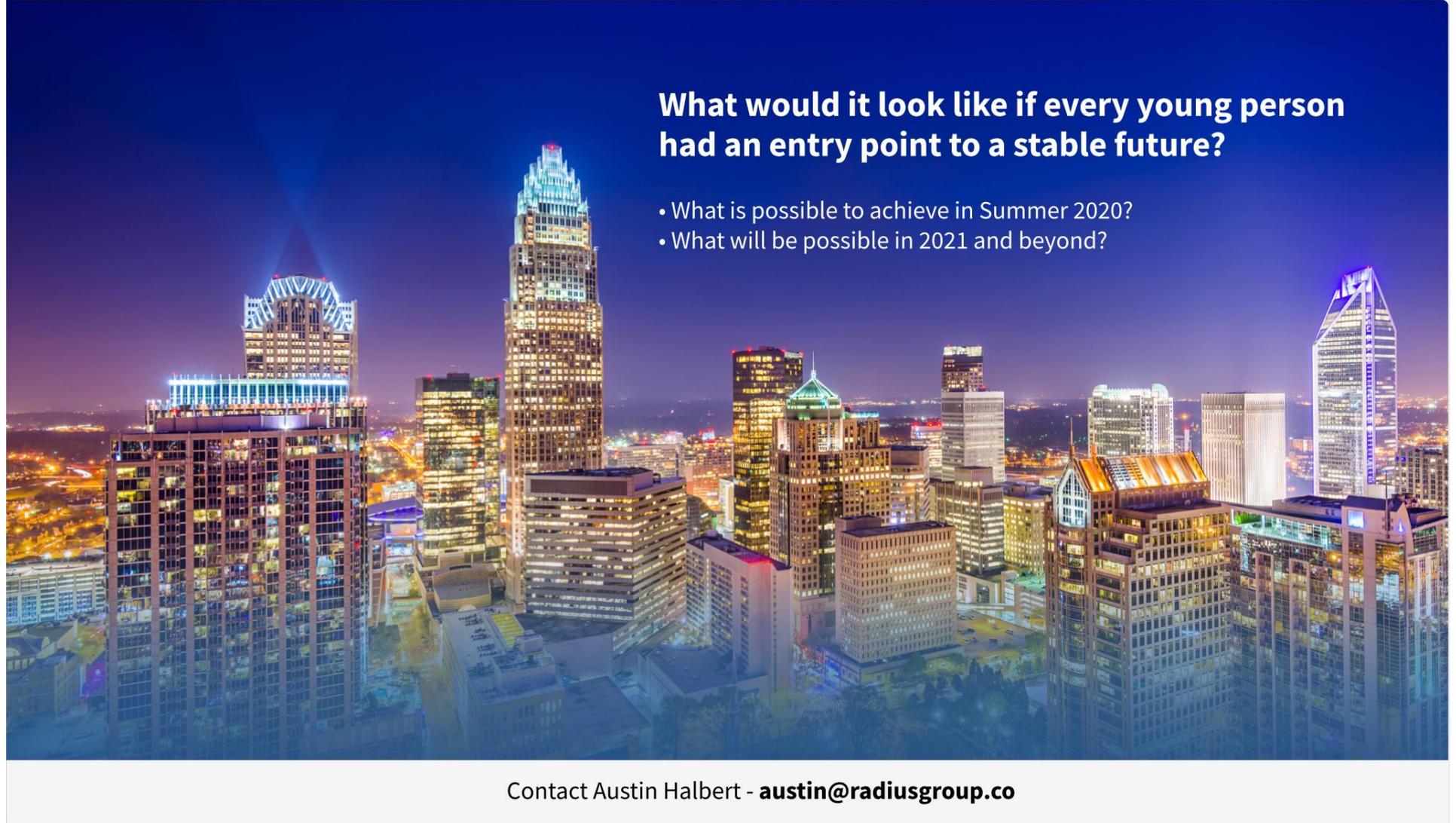
Work-Based Experience powered by Radius

Guide students through interactive work-based experiences designed with Charlotte employers



Content powered by LinkedIn Learning

Guide students through high quality learning and skills development.

An aerial night view of a city skyline, likely Atlanta, Georgia, featuring several prominent skyscrapers illuminated with various colors (yellow, blue, red, green). The buildings are set against a dark blue night sky. The text is overlaid on the right side of the image.

What would it look like if every young person had an entry point to a stable future?

- What is possible to achieve in Summer 2020?
- What will be possible in 2021 and beyond?

Contact Austin Halbert - austin@radiusgroup.co

LinkedIn Learning

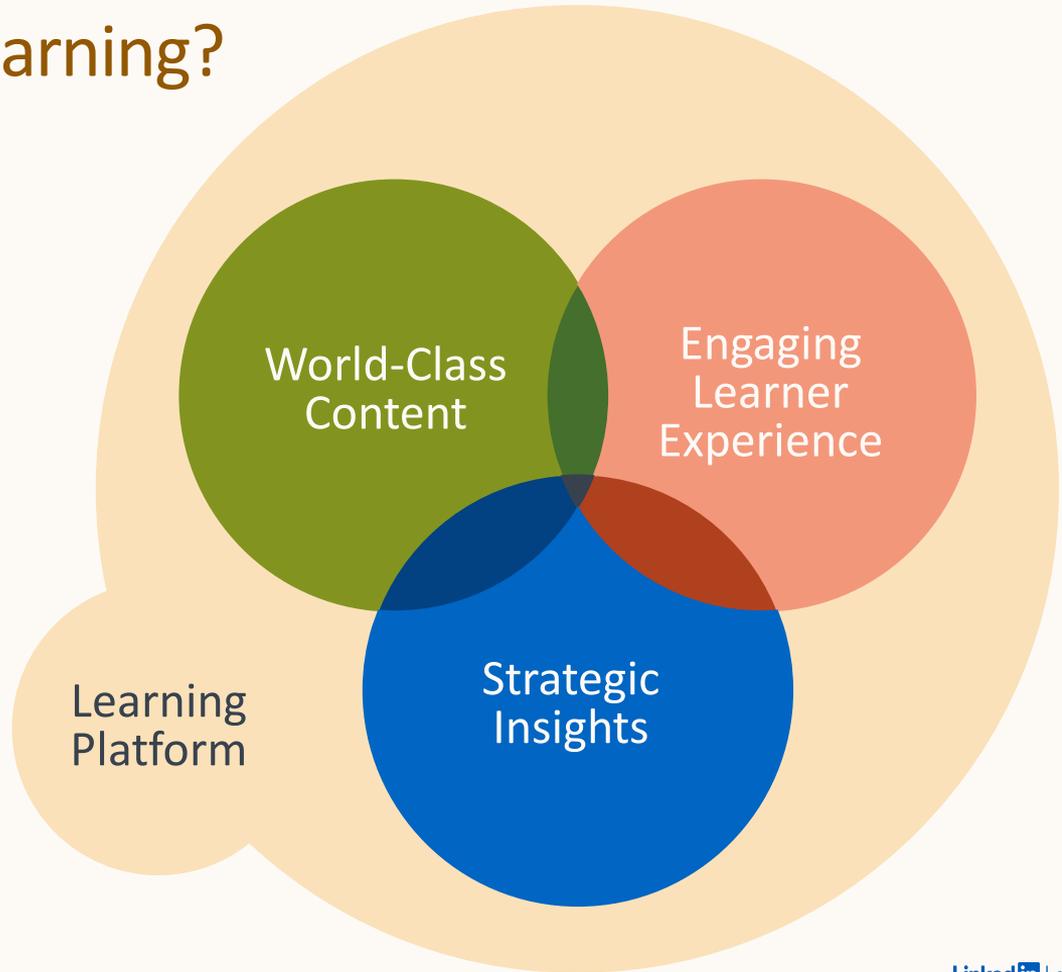
Online Learning for
the Jobs of Today
and Tomorrow

LinkedIn Learning



What is LinkedIn Learning?

● An online learning platform built to provide the most in-demand skills for today's job market



● How we can help: World Class Content

It starts with world-class content tailored to the learner.

15,000+

Professionally
produced courses.

60+

Courses added
every week.

100%

Of our instructors are
experts in their field.

7

Languages
represented
among courses

● How we can help: World Class Content

With courses that cover key development areas.

Career Development

- Interview prep
- Career mapping and goal setting
- Personal branding
- Decision-making
- Workplace etiquette
- Business acumen
- Personal finance

Plus, upload your own content!

Functional roles

- Project management
- Six Sigma
- Finance and operations
- Sales
- Marketing
- Customer service
- Creative pro and graphic design
- L&D education
- HR and recruiting
- AutoCAD
- Business intelligence and analytics

Tech and software engineering

- Security
- Data science
- Software development
- Web design and development
- IT Infrastructure
- Operation management
- Testing and methodology
- Information management

Soft skills and business software

- Communication and public speaking
- Collaboration
- Writing
- Productivity
- Business software
- Excel/Word/PowerPoint/Outlook
- G-Suite/Mac OS
- Access/Tableau

How we can help: Engaging Learner Experience

The content sits on a platform that learners will want to use.



- Personalized, data-driven recommendations, so learning is relevant and applicable.
- Clean and simple interface that's easy to navigate, on both desktop and mobile.
- Optimized for both micro and macro learning.
- Collaborative learning via Q&A and other ways to make learning social.
- Integrations with LinkedIn.com

How we can help: Engaging Learner Experience

Customize Learning Paths to support key cohorts, career pathways, or skills.

The screenshot displays the LinkedIn Learning interface. At the top, there is a navigation bar with the LinkedIn Learning logo, a search bar, and navigation icons for Home, My Learning, Me, EN, and Go to Admin. Below the navigation bar, a dark blue header section contains the text "From your organization" and "MYEP - Job & Career Readiness Training" created by Charlie Gill. A "Continue with:" box on the right shows a course titled "Creating Your Personal Brand".

The main content area is titled "Self-Awareness" and includes a description: "This section will help you begin to create your own personal and professional brand, uncover your career goals and passions, and develop strategies to succeed early in your career." It also indicates "5 ITEMS · 3h 44m".

The first course listed is "Creating Your Personal Brand" by Lida Citroën, released Dec 22, 2015. It has 116,349 viewers and a duration of 33m. A notification below the course says: "Please come to our next Teams virtual meeting with 3 actions you will take to continue developing your personal brand!".

The second course is "Managing Your Career: Early Career" by Valerie Sutton, released Jun 5, 2018. It has a duration of 1h 8m and shows a progress bar with 1h 7m 17s left.

The third course is "Confronting Bias: Thriving Across Our Differences" by Verna Myers and Arianna Huffington, released May 11, 2018. It has a duration of 40m and shows a progress bar with 38m 29s left.

Linked  Learning

Panelist



Josh Bruno
School-to-Career Director
Boston Private Industry Council

Boston PIC



BOSTON
PRIVATE
INDUSTRY
COUNCIL

Panelist



Laura Johnson
Vice President, Communications
NSLA

Voices of Summer Webinar Series



Voices of Summer WEBINAR SERIES

www.summerlearning.org/webinars



National Summer Learning Week



National Summer Learning Week is a national advocacy day aimed at elevating the importance of keeping kids learning, safe and healthy every summer – all so students return to school ready to soar!

www.summerlearning.org/summer-learning-week



National Conference



www.summerlearning.org/national-conference



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@SummerLearning



@SmarterSummers



@SmarterSummers



@SummerLearning



Thank you!

www.summerlearning.org

