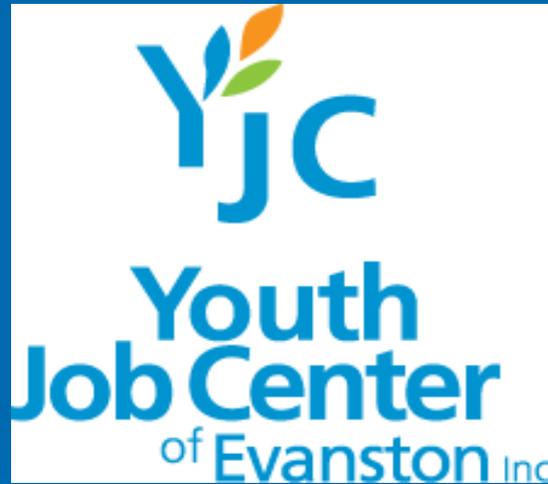


Strategies for Exposing Youth to Careers in High-Demand Occupations



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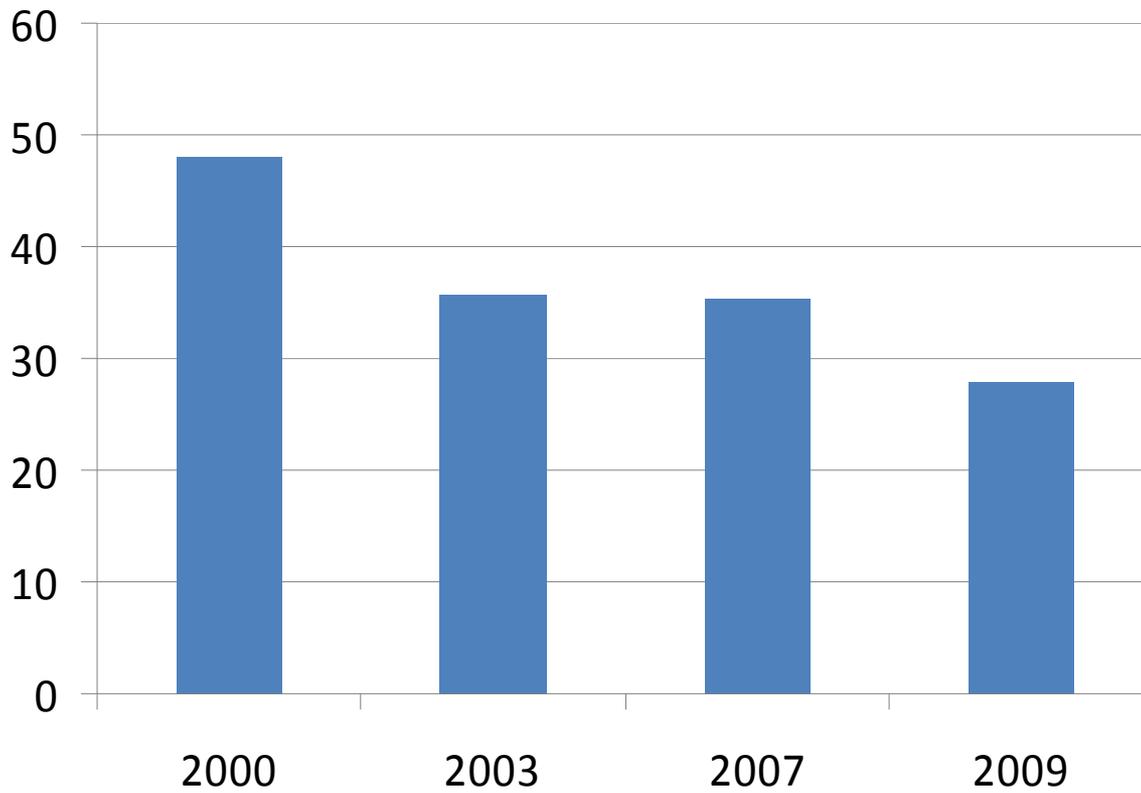
Why are work experience programs needed in our communities?



1) Youth unemployment trends are at an all-time high

- In 2009, adults ages 18-19 had the highest rate of unemployment, at 25.6 percent (Center for American Progress, 2009)
- Only 12 out of every 100 high school students 16-19 years of age in the city of Chicago were employed in 2008 (Center for Labor Market Studies, Northeastern University, 2010)

From 2000 to 2009, the employment rate among Illinois area teens fell by almost half (Center of Labor Market Studies, 2010)



Employment
Rates Among
Teens ages 16-19

2) Employment and Training help end the cycle of poverty

- In Chicago, only 15 percent of black teens held any type of job in 2008 versus 30 percent of Latinos and nearly 33 percent of whites.
- Just 12 percent of low-income students (family income of less than \$20,000) were working in 2008 versus 23 percent of those in families with incomes of \$40,000 to \$60,000.

(Chicago Urban League, 2009)

3) Youth with less education will experience more difficulty finding a job

- The unemployment rate for youth 16-24 who haven't finished high school stands today at more than 30 percent. (Center for American Progress, 2009)
- The U.S. Bureau of Labor Statistics (BLS) anticipates 54.7 million job openings over the 2004-2014 period
 - 18.9 million are expected to be created through growth
 - 35.8 million will be openings created by exiting workers, including, most notably, retiring Baby Boomers
- 28 percent of the job openings will require some college, while 25 percent will require a bachelor's degree or more (BLS)

EDUCATION AND TRAINING PAY

UNEMPLOYMENT RATE IN 2009

15% 10% 5% 0

Note: Earnings for year-round full-time workers 25 years and over; unemployment rate for those 25 and over

Source: Bureau of the Census; Bureau of Labor Statistics

http://www.unesco.org/education/education/2009/2009_01_01.htm

MEAN EARNINGS IN 2008

0 20 40 60 80 100 120 140 160



Why Target High Wage/High Demand Industries for Youth

- 1) Wages in these industries are greater than the statewide median
- 2) All have a non-replacement growth of at least 100 projected jobs over 10 years
- 3) They are projected to add **substantial numbers of new jobs** to the economy or affect the growth of other industries
- 4) They are existing or emerging businesses **being transformed** by technology and innovation requiring new skills from workers
- 5) They are **economically vital** to the overall health of the American economy (Bureau of Labor Statistics)

Targeted Industries

- Advanced Manufacturing
 - Automotive
 - Biotechnology
 - Construction
 - Geospatial/Nanotechnology (emerging)
 - Healthcare
 - Hospitality/Retail
 - Information Technology
 - Homeland Security
 - Education
 - Transportation
 - Business Management and Administration
 - Energy
- (Bureau of Labor Statistics)

Work Experience Sites in High Demand Industries

Healthcare

- St. Francis Hospital
- NorthShore University HealthSystem (Skokie and Evanston Hospital)
- Manor Care
- Council for Jewish Elderly
- S.I.R. Management North Shore Physician's Group

Manufacturing

- Irmco
- SPM Swiss
- RJ Olmen

Automotive

- Import and Domestic Auto
- Midas Auto
- Chicago Cycle

Retail

- TJX Corporation (TJ Maxx and Marshalls)
- Banana Republic

Energy

- Stonewater Creek

Business Management and Administration

- City of Evanston
- 1st American Insurance
- Alford Group

Education

- Infant Welfare Society
- McGaw YMCA
- Family Focus
- Childtime
- District 65
- English Language Learners Center

Information Technology

- CJE Information Technology Dept
- Lumity

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Benefits of Work Experience Programs

- Meaningful work exposure and immediate income
- Builds self esteem and confidence
- Practical experience, transferable skills and knowledge related to career training
- Networking opportunities, community involvement
- Soft skill development, job retention
- Linkages to permanent jobs in high demand occupations
- Employment support and pre-employment learning
- Technology-skills training in line with current industry needs
- Prepares youth through job shadowing and career exploration

Best Practices And Service Elements For Work Experience Programs

- Assessment/Goal Setting
- Pre-Employment Skills Training
- Meaningful Work Experience
- Communication/Clear Expectations
- Evaluation
- Transition Planning/Continuing Education

Assessment/Goal Setting

- Assess suitability of client for work experience, using intake procedures
- Identify and eliminate barriers to employment prior to work experience
- Assess for other job readiness qualifications using Job Readiness Assessment
- Assess for basic skill deficiencies
- Illinois WorkNet pre and post assessment
www.illinoisworknet.com

Pre-Employment Skills

- Use workshops to educate and reinforce skills

Workshop topics include:

- Employer Expectations
 - Resume Writing
 - Interviewing Skills
 - Informational Interviewing
 - Career Pathways
 - High Demand Occupations
 - Job-Seeking With A Criminal Background
- Mock Interviews

Meaningful Work Experience

- Connect to participants' career goals, skills, and personal qualities
 - Illinois Career Resource Network www.ilworkinfo.com
 - Illinois Worknet Career Planner www.illinoisworknet.com
 - EDiscover Values Inventory www.act.org/discover/login
 - Occupational Outlook Handbook www.bls.gov/oco
 - O*Net www.onetcenter.org
 - National Career Development Association www.ncda.org
 - Research salary ranges for your zip code www.salary.com

Communication/Clear Expectations

- Set reasonable, attainable, specific goals
- Review and explain all expectations beforehand and refer to them frequently
- Discuss expectations with employers
- Never promise something that you cannot deliver
- Follow-up with both participant and supervisor throughout the work experience program

Evaluation

- Discuss Mid and Final Evaluations with supervisor and participant
- List both strengths and areas for improvement
- Use evaluation as a learning experience and a means for goal setting
- Discuss the possibility of permanent employment and recommendation with employers

Transition Planning/Continuing Education

- Refer for basic skills, GED and remedial courses
- Identify funding options (fafsa, scholarships, etc...)
- Assist with school research and connections to post-secondary/vocational programs
- Link participants to apprenticeship opportunities
<http://www.doleta.gov/oa/>
- Research programs with potential for advancement (bridge programs) www.iccb.org
- Review job outlook, wages, and trends (focusing on high growth/high demand industry sectors)
- Set up informational interviews and job shadowing
- Assist with volunteer and leadership opportunities

Developing Employer Relationships In High Demand Industries

- Issues to Consider When Communicating with Employers
- Outline of a Successful Pitch
- Benefits of Hiring an Intern
- First Impressions
- Objection Handling
- Common Mistakes

Communicating with Employers: What You Need to Know!

- Questions to ask yourself:
 - How would your employer clients refer to your services?
 - What value do you add for your employers?
 - How should YOU refer to your services when dealing with employers?
- ACT LIKE A SALESPERSON
- Don't make it about you. WHAT CAN YOU DO FOR THEM?
- Sweet talk objections: feel, felt, found
- Don't take rejection personally
- You only have 30 seconds to convince them

Outline of a Successful Pitch

- Introduction
- State your purpose
- Determine Needs/Offer Services
- Handle Objections and Overcome Them
- State the Benefits of Doing Business With You
- Establish Your Services are Valuable
- ASK!

Benefits of Hiring an Intern

- Reduce Recruiting Costs
- Complete Project Work
- Increase Company's Productivity
- Temp-to-Hire Model. Take a test drive!
- Begin Training a Future Employee
- Cost-Effective
- Bring Fresh Ideas to Your Company
- Assistance During Peak Periods
- Train Existing Staff in Managerial Duties
- Source of Diverse Employees

First Impressions are Critical!

- You only have 10-30 seconds to convince an employer that it is in his/her best interest to talk to you (usually at a later date and time)
- Take a few moments and list the most important messages you want an employer to “hear” when you have an initial contact meeting with them, either in person or on the phone
- List specific language you want to use as “sound bites”

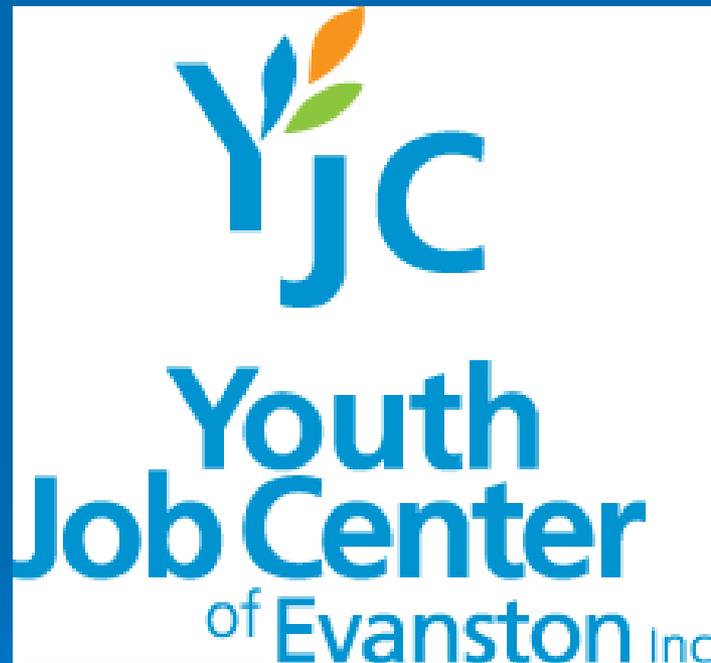
Objection Handling

- Listen. LISTEN CAREFULLY
- Acknowledge and respond. Use open ended questions
- “Can you tell me more about why you felt that way?”
- Offer advantage that outweighs objection
- Check to see if you successfully countered objection

Common Mistakes

- Failing to learn about what your organization can and cannot do for the employer
- Offering employers people/services that they don't need
- Being unprepared when calling/visiting an employer
- Exaggerating what you can deliver on
- Listing barriers or negatives of your candidates instead of highlighting the positives
- Forgetting that employer are not in the business to make jobs. They are in the business to make *money*

Questions/Comments?



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