Developing Effective Career Development, Recruitment and Placement Strategies

DOL/ETA YouthBuild Grants Management & Region 3 Peer to Peer Forum
May 23-24, 2013
Purpose

- To challenge programs to think through their own recruitment, career development and placement processes
- To share practical and effective strategies that programs can implement
- To provide real life examples
RECRUITMENT STRATEGIES

T. A. G

Step 1
Target

Step 2
Advertise

Step 3
Generate
TARGET

If you fail to plan you plan to fail…..DEVELOP YOUR PLAN

• Know your enrollment goal
  – Refer to Statement of Work
  – Per Cohort
  – Recruitment time frame

• Know the focus of your program
  – PSE driven
  – Apprenticeship driven
  – Employment or Entrepreneurship driven

• Know what type of young person are you looking for?
  – Make sure they meet eligibility requirements
ADVERTISE

MAKE NEW FRIENDS, BUT KEEP THE OLD

• BE CURRENT
  – Social Media (get people talking)
  ![Facebook](facebook.png) ![YouTube](youtube.png) ![Twitter](twitter.png) ![Instagram](instagram.png)

• BE SEEN
  – Website, Newsprint, TV
  – Events (Community, Partners, etc..)
  – Face to Face contacts
  – Adequate signage

• BE ATTRACTIVE
  – Emphasis placement –program focus
  – Staff attitudes
  – Professionalism

Facebook Members By Age Group
Source: O'Reilly Research

- U.S.
- U.K.
- All Other Countries
GENERATE

YOUNG PEOPLE WANT TO BE A PART OF SOMETHING “GOOD”

• Have vehicles by which young people want to get involved
  – Conduct Open Houses - Schedule throughout recruitment period or throughout the year
    • Create the “WOW” factor
    • Applications, schedule interviews – short turn around time

• Have a “just for dummies” internal process system
  – Organization increases your capacity to generate

• Have a well planned mental toughness
  – Emphasize post program placement
  – Typically 2 weeks
CAREER DEVELOPMENT
STRATEGIES

D.I.S

Step 1
Discover

Step 2
Increase knowledge

Step 3
Showtime
Discovery

HOW DID YOU DISCOVER YOUR GIFTS AND INTERESTS?

• Provide a safe environment for self express
  – Clear program boundaries/guidelines (i.e. Each young persons’ gifts and skills are important and should be celebrated)

• Provide a variety of assessments to give understanding
  – Personality, qualities, learning styles, career assessments

• Provide lively comprehensive IDP’s (Individual Development Plan)
  – Should be done with the young person, not to the young person
  – Frequent updates, check-ins
Knowledge

SKILL BUILDING

“If we are growing we are always going to be outside our comfort zone.”

*John Maxwell*
“...if you’ve never seen success mirrored to you in any way in your family or your community the first time you see it you say, What’s wrong with me? And that’s because you haven’t been exposed to it”  

Oprah Winfrey
PLACEMENT STRATEGIES

B.I.G

Step 1
Buy-In

Step 2
Incorporate

Step 3
Grow
Buy-In

“Life After YouthBuild At the Beginning”

• Develop a Vision
  – Program & Youth --PSE, Employment, Training/Apprenticeship
  – Benefits

• Develop a timetable
  – 120 Day Calendar
  – Review IDP

• Develop Strong Partnerships that support your vision
  – Open Discussions: Active MOU’s
  – Dual enrollment
  – Employer pool
Incorporate

Everyone is responsible for placement

- Demonstrate a program calendar that integrates post placement activities

- Demonstrate youth accountability in placement process
  - Research areas of interest: come to a decision
  - Job shadow/internship evaluations

- Demonstrate program culture that promotes placement
  - Create PSE/Career center
  - Local One Stop Center
Grow

• Build youth support systems
  – Mentors
  – Transitional services
  – Larger YB field

• Build your network
  – Employer Advisory Committee
  – Alumni Committee

• Build upon relationships with current placements
  – Intentional involvement
  – Evaluations: mutual benefits