



Department  
of Labor

## Workshop Recording | Resources | Slides

<b>Topic</b>	<b>Recruitment &amp; Retention of Out-of-School Youth</b>
<b>Presenter</b>	NYSDOL / DEWS Program Development Office
<b>Date</b>	2017
<b>Recording</b>	At <a href="https://dews.webex.com">dews.webex.com</a> choose "Webex Training" from the triple bar icon. In the upper left corner, go to "View session recordings." Search the workshop topic. Select "View" for the recording. When prompted, enter "Careers" for the password.

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## Recruitment & Retention of Out-of-School Youth

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Program Development Office  
February 2017

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## AGENDA

- Characteristics of Out-of-School Youth
- Key Themes in Recruitment
- What Matters in Retention
- Lessons from the Field

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## WIOA

- 75% + WIOA Title I funds for OSY
- Teen Unemployment at 17%
- 3 million youth are low income and have less than an AA degree
- Estimated 5.5 million youth 16-24 are not in school or employed

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## Characteristics of OSY

- Consider themselves adults
- Likely to have a child
- May need immediate income
- Likely to have experienced trauma
- Disengaged from school and have difficulty seeing the value of education/training

## The Future:

- By 2018 - 60% of U.S. jobs will require post-secondary education
- By 2025 - employers will need 23 million more individuals with degrees than we can produce

## Recruitment of Out-of-School Youth

## Key Themes to Successful Recruitment

1. Partnerships
2. Word of Mouth
3. Utilizing Media
4. Non-Traditional Organizations

## 1. Building and Maintaining Partnerships

- Schools (high school, college, adult education)
- Vocational Rehabilitation
- State Service Agencies (ex: DSS)
- Foster Care Programs
- Youth Build / Job Corps
- Adult Career Center Programs
- Community-Based Organizations (ex: PROS program)

## 2. Word of Mouth

- Alumni of Program
- Current Participants
- Partnering Organizations

## 3. Utilize the forms of media that youth are using

- Social Media: Snapchat, Instagram, YouTube, Twitter, Google+, Kik
- Create a Social Media Platform
- Electronic Media Campaigns

## 4. Utilize Non-Traditional Organizations

- Veterans Groups and Veteran Service Organizations
- Faith Based Groups
- Young Parent Support Groups and Parenting Programs
- Youth Homeless and Runaway Shelters
- Drug Courts
- Probation / Parole

## Poll Question

What non-traditional sites or organizations have you used to recruit OSY?

## Retention of Out-of-School Youth

## Retention... Things that Matter

- Genuine interest in youth
- Promptness in returning calls/e-mails
- Collaborative relationships
- Activities/Supports that are relevant
- Clear explanations of services

## Retention

To achieve their educational and career goals, Out-Of-School Youth need services that enable them to tackle substantial barriers

## Retention

### Wrap- Around Services

- Counseling
- Case Management
- Community Partners that can serve as non-academic support: Transportation Services, Child Care

## Multiple Pathways to Education and Employment

- Options for recovering credits
- Gaining job skills
- Transitioning into post-secondary education



## Offer Critical Work Experience

Paid and unpaid work experiences

- Summer Employment
- Year Round Employment
- Pre-apprenticeships
- Internships
- On-the-Job Training
- Job Shadowing



The struggle is real...



## Maggie Gilbert

### CDO Workforce

(Chenango, Delaware & Otsego Workforce)



## CDO Workforce

- Youth Counselor is part of One Stop team-and integrated into One Stop system/programs
- Center partners are aware of eligibility for program and refer youth
- If a youth is not eligible still provide a service-resume/job referral

## Networking

- Have enrollment goals / Check regularly
- Brainstorm ways to increase enrollments
- Out of Sight = Out of Mind
- Make sure everyone knows who you are

## Networking

- Meet with other service agencies
- Meet with Guidance Counselors
- Job fairs, BOCES Information nights, etc.
- Summer Youth Employment Programs

## HSE Classes On-Site

- Provides instant referrals of OSY
- Opportunity to case manage with instructor
- Chance to build rapport with youth when seeing them regularly

## Incentives & Support Services

- Incentives are built into program design
- Support services include:
  - Gas cards
  - Uniforms
  - Driving: 5 hr. class, lessons, licensing fees

## Incentives

ACTIVITY COMPLETED	INCENTIVE AWARD
Completed 15 hours of HSED Class	\$25.00
Completed 30 hours of HSED Class	\$25.00
Taken and passed HSED exam	\$75.00
Completed Leadership Class	\$50.00
Completed Financial Literacy Class	\$25.00
Hired in unsubsidized employment	\$50.00 Gift Card
Hired in unsubsidized employment and maintained a job second quarter after exit	\$25.00 Gift Card
Hired in unsubsidized employment and maintained a job fourth quarter after exit	\$25.00 Gift Card
<b>Total all Incentives</b>	<b>\$300.00</b>

## Multiple Points of Contact

- Facebook page: share jobs, success stories, program information, etc.
- Maintain contact with youth through people who support them such as: partners, parents, grandparents, mentors

## Don't Give Up On People

- Manage exits
- Youth that are exited often come back
- Don't be so hasty to exit youth from programs





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## Joanna Collins

### Action for a Better Community



(Monroe County/Rochester)



## Not a Secret...Not Magical...

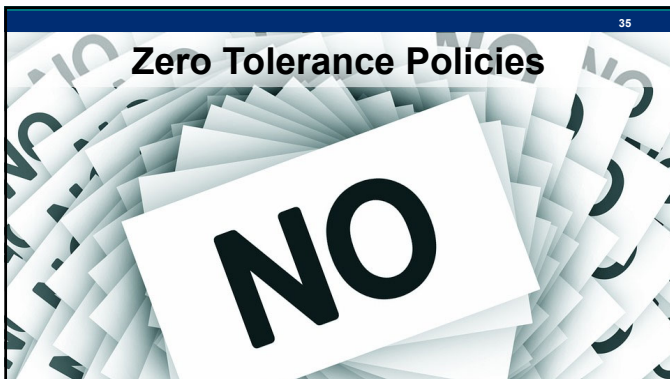
Provide personalized services which support  
 a youth's individual needs



## Four Principles

- Sensitivity to challenges faced by youth
- Have an attentive ear
- Develop zero-tolerance policies/boundaries
- Commitment to never abandon a youth





## Recognize that “Trauma” is Real

Look Past the Obvious

Cause and Effect

Connection is Key



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(Monroe County / Rochester)



## Recruitment

- School Districts/Transition Coordinators
- Employment Counseling/Recruiting Services
- ACCES-VR
- Home Health Care Management Agencies
- Homeless Shelters and Related Service Programs



## Recruitment

- Libraries (computer class teachers and tutoring services)
- Local Learning Centers (Monroe County: REOC, OACES, BOCES)
- Faith-based Communities
- Any and every person you do business with or come in contact with

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## Questions



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