

Youth and Young Adult Programs: Recruitment and Outreach Innovation (ROI) Checklist

Positive Youth Development PYD (PILOT): holistically developing assets and competencies to prepare young people for success in adulthood and workplace.

| | | | | |
|-------------|---|-------------|---|--|
| K E Y | 1. Beginning - We are just beginning to work in this area. | Rate 1-5 | Check priority within following months | |
| | 2. Trying - We have done some work, but have a long way to go. | | | |
| | 3. Improving - We have made significant progress and are doing well. | | | |
| | 4. Succeeding - We have achieved a high level of success in this area. | | | |
| | 5. Thriving - We are doing extremely well in this area. | | | |
| | 6 | 12 | | |

1 Positive Relationships

Foster positive, respectful, and supportive relationships with and among participants that provide guidance, effective communication, and social support

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|-----|--|--|--|--|--|--|
| 1.1 | Inviting rooms with computers, Wi-Fi, virtual reality, games, dart boards, cozy furniture, etc. | | | | | |
| 1.2 | Youth-friendly offices with engaging posters (supportive services, job opportunities, achievements/testimonials, etc.) | | | | | |
| 1.3 | Simple, direct marketing with clear next steps for enrollment | | | | | |
| 1.4 | Involve role models in outreach and program (local celebrities, sports teams, community spokespersons, etc.) | | | | | |
| 1.5 | Tabling with engaging tools (unique flyers, interactive component, charismatic staff) | | | | | |
| 1.6 | Other: | | | | | |
| 1.7 | Other: | | | | | |

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2 Improved Skills

Provide opportunities for participants to learn technical, intellectual, emotional, and social skills and prepare for jobs and further education.

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|-----|---|--|--|--|--|--|
| 2.1 | Teach youth about building their social capital or non-transactional networking to support outreach with partners, social media, tables, fairs, etc. | | | | | |
| 2.2 | Offer diverse, youth-engaging training and placements as incentives for outreach | | | | | |
| 2.3 | Collaborative service delivery with partners such as office hours, events, planned referrals, etc. | | | | | |
| 2.4 | Work with businesses to create peer-led, team-based, solution-driven internships (Give youth a problem to solve - developing a social media campaign, creating a resource directory) | | | | | |
| 2.5 | Frequent job clubs, peer interactions or group activities for current & graduated youth – e.g., Sip (7up) and Create (vision boards), Dealing with Boss, College field trips and business tours, or sports league | | | | | |
| 2.6 | Discussion forums and work experience opportunities on hot topics and social justice issues of interest to them | | | | | |
| 2.7 | Other: | | | | | |

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3 Linkages across Schools, Work, Families, & Communities

Recognize and support positive linkages among participants, schools, workplaces, families, and communities.

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|-----|--|--|--|--|--|--|
| 3.1 | Social media campaigns by young adults who have a large following from community youth | | | | | |
| 3.2 | Improve networking/social capital skills of staff | | | | | |
| 3.3 | Hire outreach workers or make the responsibility of specific staff to conduct outreach | | | | | |
| 3.4 | Offer menu of services for businesses beyond just placement – mentoring, mock interviews, business tours, and more | | | | | |
| 3.5 | Keep LWDB informed of new businesses, youth numbers, and successes and ask them for their involvement in the program | | | | | |
| 3.6 | Encourage referrals <i>from</i> the businesses and community partners you typically refer to for youth who need work readiness, training, job placements, etc. | | | | | |
| 3.7 | Find the overlap in outcomes expected from funders of your partners and leverage the services for collaboration | | | | | |
| 3.8 | Other: | | | | | |

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4 Opportunities to Contribute and Belong

Provide opportunities for meaningful inclusion of all participants and encourage them to give back by making meaningful contributions to their workplaces and communities.

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|-----|---|--|--|--|--|--|
| 4.1 | Offer monetary and non-monetary incentives to youth interns to support with outreach | | | | | |
| 4.2 | Include consistent and frequent youth feedback on your marketing materials | | | | | |
| 4.3 | Establish meaningful formal and informal feedback from all partners | | | | | |
| 4.4 | Develop outreach strategy with youth and partners, who serve the eligible youth population and businesses from diverse industries | | | | | |
| 4.5 | Incentive policies that promote peer interaction (whether monetary or not) | | | | | |
| 4.6 | Access to mental health consultants and support groups | | | | | |
| 4.7 | Other: | | | | | |
| 4.8 | Other: | | | | | |

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5 Trustworthy and Safe Setting/Processes

Provide settings that guarantee physical and emotional safety for all.

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|-----|---|--|--|--|--|--|
| 5.1 | Prepare placement sites to be ready for young adults | | | | | |
| 5.2 | Amend local policies (e.g., Needs Additional Assistance and Basic Skills Deficiency) to meet youth needs | | | | | |
| 5.3 | Utilizing food as a motivator (in a fiscally responsible way) | | | | | |
| 5.4 | Offer competitive wages for subsidized employment and to staff | | | | | |
| 5.5 | Simplify request for proposal and contracting process for less burdensome setting | | | | | |
| 5.6 | Partner with programs that serve eligible youth (e.g., OBGYNs who take Medicaid, income-based child care programs, faith-based organizations, etc.) | | | | | |
| 5.7 | Co-enrolling youth with SYEP/WIOA/ Welfare to work | | | | | |
| 5.8 | Other: | | | | | |