

June 3, 2011

THE WHITE HOUSE COUNCIL

— ★ ★ ★ ★ *for* ★ ★ ★ ★ —

COMMUNITY SOLUTIONS

What We've Learned *from* All Stakeholders

- Capacity Workgroup -



Listening and Learning

Engage Stakeholders

- ☆ To meet the workgroup's objectives, Members of the White House Council for Community Solutions engaged diverse stakeholders from across the country in individual and group conversations between March 2011 and May 2011.
- ☆ Roundtable discussions were held in Washington, DC with leaders across the country
 - Thought leaders to discuss the challenges of connecting youth to education and the workforce
 - Effective collaboratives in communities across the country in various stages of development
- ☆ Two types of community-based listening sessions were held:
 - Youth-only sessions in New Orleans, Atlanta and Houston
 - Stakeholders across sectors – business, higher education, youth-serving organizations, philanthropy – in New Orleans, San Francisco and Cincinnati



Listening and Learning

Identify Key Trends

☆ Input was reviewed for both overall trends and trends within stakeholder groups:

- Youth
- Youth-serving organizations
- Foundations and philanthropists
- Businesses and corporations
- Credentialing entities
- Caregivers, parents, guardians, and friends



Convene Listening Sessions

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
March -May 2011		March 29 - 30			April 29	April 30
		<i>Washington, DC</i>			 New Orleans	
1	2	3	4	5	6	7
				<i>New Orleans</i>		
8 Mother's Day	9	10	11	12	13	14
					 Atlanta	
15	16	17	18	19	20	21
	 Houston		<i>San Francisco</i>			
22	23	24	25	26	27	28
<i>Cincinnati</i>			<i>National Webinars</i>			
29	30 Memorial Day	31	 = Youth Sessions led by Jon Bon Jovi			
		 Newark				



Examples of Groups Engaged

Collaboratives

- ☆ SkillWorks
- ☆ Portland Schools Foundation
- ☆ Abyssinian Development Corporation
- ☆ E3 Alliance
- ☆ National Fund for Workforce Solutions
- ☆ Greater Cincinnati Workforce Network
- ☆ STRIVE

Credentialing Entities

- ☆ Northern Virginia Community College
- ☆ American Association of Community Colleges
- ☆ Forsyth Tech
- ☆ The Alamo Colleges
- ☆ Aspen Institute

Thought Leaders

- ☆ Georgetown University Center on Education and the Workforce
- ☆ Urban Institute
- ☆ MDRC
- ☆ Bill and Melinda Gates Foundation
- ☆ Jobs for the Future

Policy and Practitioners

- ☆ Youth Build
- ☆ CLASP
- ☆ Year Up
- ☆ Corps Network
- ☆ Harlem Children's Zone
- ☆ National Youth Employment Coalition



Communities and Organizations

Employers and Funders:

- ☆ N.O. Convention & Visitors Bureau
- ☆ Laitram LLC
- ☆ Sun Energy Group
- ☆ Audubon Institute
- ☆ First NBC
- ☆ Chaffe & Associates, Inc.
- ☆ Sodexo
- ☆ LA Technology Council
- ☆ New Orleans Jazz Orchestra
- ☆ Unicco Operations
- ☆ Stewart Enterprises, Inc.
- ☆ Regions Bank
- ☆ New Orleans Job Corps
- ☆ Mayor's Office of Workforce Development
- ☆ GNO, Inc.
- ☆ RosaMary Foundation
- ☆ Chase Bank Foundation
- ☆ Foundation for the Mid South
- ☆ Baptist Community Ministries (BCM)
- ☆ Greater New Orleans Foundation
- ☆ Reily Foundation

Education and Youth Support:

- ☆ Youth Empowerment Project
- ☆ The Juvenile Justice Project
- ☆ Mayor's Office for Summer Youth Programs
- ☆ Partnership for Youth Development
- ☆ Goodwill of SLA
- ☆ Covenant House
- ☆ Kingsley House
- ☆ Café Reconcile
- ☆ Drop-In Center
- ☆ Liberty's Kitchen
- ☆ Juvenile Court
- ☆ Unity of Greater New Orleans
- ☆ Lindy Boggs National Center for Community Literacy
- ☆ AdvanceNOLA
- ☆ Citizens for 1 Greater New Orleans
- ☆ Café Hope
- ☆ Yellow Pocahontas tribe
- ☆ CASA, Youth Service Bureau
- ☆ Operation Reach
- ☆ Urban League College Track
- ☆ Total Community Action, Inc.
- ☆ Loyola University
- ☆ Xavier University
- ☆ Tulane University
- ☆ Delgado Community College
- ☆ SUNO
- ☆ UNO
- ☆ KIPP Schools
- ☆ Recovery School District
- ☆ Educators for Quality Alternatives
- ☆ Cowen Institute
- ☆ ReNEW Charter Management Organization



Communities and Organizations

Employers and Funders:

- ☆ AT&T
- ☆ Bank of America
- ☆ Best Buy
- ☆ Cisco
- ☆ Citi
- ☆ Gap, Inc.
- ☆ David Bohnett Foundation
- ☆ Deloitte
- ☆ Pearson
- ☆ PG&E
- ☆ Salesforce.com
- ☆ Starbucks
- ☆ Staples
- ☆ Target
- ☆ UPS
- ☆ James Irvine Foundation
- ☆ San Francisco Foundation
- ☆ Goodwill Industries of San Francisco, San Mateo and Marin Counties
- ☆ RP Group

Education and Youth Support:

- ☆ Bay CAT
- ☆ Biotech Partners
- ☆ First Place for Youth
- ☆ Juma Ventures
- ☆ Larkin Street Youth Services
- ☆ LYRIC
- ☆ Year Up, Bay Area
- ☆ Youth Radio
- ☆ Youth UpRising
- ☆ Career Ladders Project
- ☆ Academy for College Excellence – Cabrillo College
- ☆ MDRC
- ☆ Stanford Law School
- ☆ Chabot College
- ☆ Skyline College – San Mateo Career Advancement Academy



Communities and Organizations

Employers and Funders:

- ☆ Greater Cincinnati Foundation
- ☆ KnowledgeWorks Foundation
- ☆ United Way of Greater Cincinnati
- ☆ Haile/US Bank Foundation
- ☆ JP Morgan Chase
- ☆ Procter & Gamble
- ☆ Great Oaks/Ohio Skills Bank
- ☆ Ohio Department of Development
- ☆ Cincinnati USA Regional Chamber
- ☆ Northern Kentucky Chamber
- ☆ UC Health
- ☆ Tipco Punch, Inc.
- ☆ Jostin Construction, Inc.
- ☆ Messer Construction Co.
- ☆ Southwest Ohio Region Workforce Investment Board
- ☆ Indiana Region 9 Workforce Development Board
- ☆ Northern Kentucky Workforce Investment Area
- ☆ Workforce One Investment Board of Southwest Ohio

Education and Youth Support:

- ☆ Brighton Center
- ☆ Urban League of Greater Cincinnati
- ☆ Cincinnati State Technical & Community College
- ☆ Gateway Community & Technical College
- ☆ Great Oaks Institute of Technology & Career Development
- ☆ Cincinnati Public Schools
- ☆ University of Cincinnati
- ☆ Urban Appalachian Council
- ☆ YWCA
- ☆ Literacy Center West
- ☆ Jobs for Cincinnati Graduates
- ☆ Easter Seals Work Resource Center
- ☆ Greater Cincinnati Tech Prep Consortium
- ☆ Covington Independent Schools
- ☆ Cincinnati Arts and Technology Center



Gathering Feedback

Conversations guided by five central questions:

- ☆ **Q1:** What are the **most pressing needs** related to connecting youth with education and employment opportunities?
- ☆ **Q2:** Where are the **gaps in communication** on the issue of connecting youth to success? Are there **certain messages** we must highlight, or **stakeholders** we must better engage?
- ☆ **Q3:** What **examples** can you give of programs, organizations or initiatives that are successfully connecting youth with pathways to education and/or employment?
- ☆ **Q4:** What are the most effective **things the Council can do** to catalyze effective community-based, cross-sector collaboratives connecting youth to success, which are prerequisites for this type of large scale community change?
- ☆ **Q5:** If you were a member of the Council, how would you **prioritize** our efforts? What additional **guidance** do you want to share with the Council?



Summary of Consistent Themes

Youth Needs

- ☆ Hierarchy ranges from basic needs to social support to life and job skills

Communication

- ☆ Reframe conversation around youth as assets
- ☆ Create compelling call to action from, and led by, business leaders

What Works

- ☆ Programs must be tailored to meet the broad range of needs, be contextually relevant and engage the range of stakeholders

Council's Role

- ☆ Leverage the bully pulpit, align resources and build the business cases for each stakeholder group to increase engagement



Stakeholder-Specific Themes

Youth

- ★ Early intervention; Alternative engagement strategies; Use everything to engage youth – flyers, social media, hospitals, service providers, radio, TV commercials; Need less structure/more freedom to build life skills

Youth-serving Organizations

- ★ Trust, respect, and safety are essential; Remember youth in rural communities: they have access to fewer resources; Lose the “disconnected youth” label (with no suggestions for other language); Invest in services rather than institutions (youth detention and residential treatment centers)

Foundations / Philanthropists

- ★ Focus on systems, not programs; Avoid reform fatigue

Businesses / Corporations

- ★ CEO/leadership buy-in is essential; Criminal records are a problem

Credentialing Entities

- ★ Help youth understand the value of their survival skills

Parents / Guardians / Friends

- ★ Families need long-term supports to equip them to support youth; Families need to speak up for youth and be part of the solution



What We Heard

What are the **most pressing needs** related to connecting youth with education and employment opportunities?

- ☆ Flexible holistic services that meet basic needs
- ☆ Relationships with caring adults (service providers, educators, mentors, families, friends, co-workers)
- ☆ Financial supports to sustain education and credentialing engagement
- ☆ Life skills
- ☆ Job preparation and relevant earn-and-learn experiences
- ☆ Connection to community, friends, and family that begins early and stays strong
- ☆ Ability to share stories and solutions
- ☆ Raising and meeting expectations



What We Heard

Where are the **gaps in communication** on the issue of connecting youth to success?

- ☆ All stakeholders need an awareness of the tools and resources available to youth
- ☆ Need to use technology to communicate information and knowledge to youth and partner organizations
- ☆ Job recruiters and managers need to be educated on generational differences and expectations
- ☆ Caregivers, parents, guardians, and friends must be engaged
- ☆ Understanding that youth want a career, not just a job

Are there **certain messages** we must highlight, or **stakeholders** we must better engage?

- ☆ Youth can and want to succeed
- ☆ Credentialing will not always include a four-year degree; Market-valued credentials are the key
- ☆ Business participation is essential for success – businesses need for youth to succeed



What We Heard

What **examples** can you give of programs, organizations or initiatives that are successfully connecting youth with pathways to education and/or employment?

★ Youth:

- Youth assets must be engaged to optimize opportunity

★ Education:

- Education must be relevant and contextualized
- Identified student success factors need to be built into the curriculum
- Data/measurement should play a significant role in connecting students to the right programs

★ Business:

- Companies are better partners when they know their return on investment

★ Services and support:

- Most youth need a broad continuum of services and supports. Successful programs connect youth to family, friends or others who fill that role
- Strong communication between support organizations creates better services



What We Heard

What are the most effective **things the Council can do** to catalyze effective community-based, cross-sector collaboratives connecting youth to success, which are prerequisites for this type of large scale community change?

- ☆ Establish framework to support effective collaboration
- ☆ Create the business case for businesses and corporations to engage
- ☆ Use data to guide decision making
- ☆ Promote common language regarding targeted youth and community goals
- ☆ Reframe the discourse to show the positive impact youth can have
- ☆ Show how public and private resources may be aligned to support the disconnected youth



What We Heard

If you were a member of the Council, how would you **prioritize** our efforts? What additional **guidance** do you want to share with the Council?

- ★ Use the bully pulpit to shift the discussion to the potential of youth to add value to the community and economy
- ★ Leverage national networks to convene resources and communities
- ★ Establish frameworks/toolkits for networks (formal and informal) that leverage public and private services and resources to meet youth needs with a broad array of pathways that have multiple on-ramps to career success (basic needs, education, an array of credentialing, life skills)
- ★ Engage youth in pathway design and implementation
- ★ Engage business to focus skills development on market-valued credentials and provide earn-and-learn opportunities
- ★ Centralize information to help youth make informed choices about resources and services they need
- ★ Use data to inform investment choices, design decisions, and course corrections



Next Steps

- ★ Ongoing engagement of stakeholders to solicit input
- ★ Incorporate broad stakeholder feedback to shape the Council's work going forward
- ★ Develop a series of recommended steps

