Reimagining Career Pathways for (and with) Youth, Educators and Employers

Education Funders Workgroup, Philanthropy New York
NYC Youth Funders

June 13, 2019
Welcome & Introduction
Agenda

I. Welcome & Introduction: Laurel Dumont, Solon E. Summerfield Foundation

II. Presentations of Initiatives & Brief Q & A

   a. Transfer 2 Career:
      i. Jennie Soler-McIntosh, New Visions for Public Schools
      ii. Kevin Stump, JobsFirst NYC
   b. Here to Here
      i. Troy Burton, DreamYard / Here to Here)
      ii. Tim Lord, DreamYard / Here to Here)
   c. MediaMKRS
      i. Keisha Katz, Reel Works
      ii. John Williams, Reel Works

III. Whole Group Panel Discussion and Q & A: Megan McAllister, Altman Foundation, Moderator
The Need:

More than a HS diploma is now required to secure a good job

- Jobs for workers with just a HS diploma are declining.
- Middle-skills jobs require education or training beyond a high school diploma but less than a bachelor’s degree. This includes certificates, licenses, associate’s degree, and some college coursework.
- The middle-skills pathway has most growth among all non-BA good jobs (16 million jobs).
- Since 1991, good jobs for workers with associate’s degrees grew by 83%.

Racial Inequities

The College Gap by Race and Gender

College Is Not a Cure for Wealth Gaps
Median net worth of U.S. households in 2016 by race and educational attainment of household head

Source: Authors' tabulations of American Community Survey data (2001-2015) and decennial Census data (1940-2000) using IPUMS

Program Components

General
- Transferable social/emotional competencies, soft skills, workplace readiness

Industry-Specific
- Knowledge and technical skills

Wrap-Around
- Supports and services

Work-Based
- Hands-on learning: internships, apprenticeships, job placement

Cross-Sector
- Partnerships between schools, CBO’s, employers and post-secondary programs
Outputs & Outcomes

**Outputs**
- # of students that participate, complete program

**Short-Term**
- Change in competencies (technical, soft skills, workplace, social/emotional)

**Medium-Term**
- Successful transition from high school to college *and* career

**Long-Term**
- Employment, family-sustaining salary or wage, degree or certification
Impact Goals

Youth & Families
Youth are on a pathway to a family-sustaining wage in a sector with opportunity for growth

System Change
Changes in education / workforce policies and regulations, employer and CBO practices that enable these pathways at scale

Equity
Narrowing of opportunity, wealth and income gaps
Approaches

Unique:
- Here to Here: location-based approach in the Bronx
- MediaMKRS: industry-specific approach
- Transfer 2 Career: school-based approach

All:
- Intermediaries working for systems change
- Community, family and youth lens
- Equity imperative
Transfer 2 Career

- **Jennie Soler-McIntosh**, Vice President of Community Engagement and Postsecondary Pathways, **New Visions for Public Schools**

- **Kevin Stump**, Vice President of Policy, Communications, and In-School Practice, **JobsFirst NYC**
Transfer 2 Career Collaborative

A partnership to reimagine the school to career transition for Transfer High School students
Early, increased opportunities for career exploration

Career development skills embedded in school

Sector bridges to postsecondary training

Improved student readiness and access to good jobs after high school for NYC’s most vulnerable young adults
We are creating a new student experience

*Developed through an iterative process facilitated by New Ways to Work with JobsFirstNYC and New Visions for Public Schools*
We’re building a network of partnerships

School Design Team
- Transfer School
- Workforce Partner
- Learning to Work CBO

Learning Community

Borough Collaborative
The Partnership - Who does what?

School includes
LTW
● Academic reengagement
● LTW seminar/Career Prep class/CDOS Courses
● Paid Internships
● Counseling / SEL Supports
● Family Engagement

Workforce Partner
● Sector Training (e.g; Coding, Family Worker Credential)
● Sector specific bootcamps
● Career Fairs/Guest Speakers
● Industry Visits/Tours
● Workforce Bridge

Career Pathway Partnerships
● Enhanced career curriculum (e.g; CDOS/Career Prep Class)
● Sector specific internships & Work Based Learning
● College exploration aligned to interests/industry
● Supported transitions
● Stronger referrals
We are piloting this approach with 12 schools

JobsFirstNYC & New Visions for Public Schools

LEARNING COMMUNITY

**Bronx**
- Bronx Arena High School / SCO Family of Services & Phipps Neighborhoods / Bronx Community College
- Bronx Community High School / New York City Mission Society & Phipps Neighborhoods / Bronx Community College
- Bronx Haven High School – East Side House Settlement*
- New Visions AIM Charter High School II / The HOPE Program / The Knowledge House

**Brooklyn**
- Brooklyn Bridge Academy High School / CAMBA & St. Nicks Alliance
- Olympus Academy High School / New York Center for Interpersonal Development & St. Nicks Alliance
- Brooklyn Democracy Academy High School / JCCANY & Opportunities for a Better Tomorrow / NPW
- East Brooklyn Community High School / SCO Family of Services & Opportunities for a Better Tomorrow / NPW
- New Visions AIM Charter High School I & Opportunities for a Better Tomorrow / NPW

**Queens**
- Voyages Preparatory High School – Queens Community House* & LaGuardia Community College
- North Queens Community High School / SCO Family of Services

**Manhattan**
- Innovation Diploma Plus High School / Archdiocese of New York & LaGuardia Community College, Inc.

*Org serves as both LTW partner and anchor workforce development partner / Light Tint—CBO partner with Learning to Work provider / Dark Tint—Workforce development partner(s)
Workforce partners bring relationships with high-growth industries

- Health Care
- Social Work/ Counseling
- Hospitality
- Culinary Arts/ Food Service
- Information Technology/ Digital Literacy
- Construction
- Green Energy
- Early Education
Partnerships in Action

East Brooklyn Community High School

- Career Planning/CDOS Class
  - Prepare for exams
  - Learning about work

- Tech Squad
  - Charging laptop
  - Smartboard Maintenance
  - Computer Inventory
  - Laptop cart management

- Internship Management

- Classroom Partnership
  - Curriculum revision aligned to workforce
  - Career Plan Development

- Tech Mentors assigned to schools
- Tech Workshops for Tech Squad
  - Computer Repair
  - Wireless Setup
  - Rebuilding Macs
- Industry Immersion Activities

- Career Planning Class Strengthened
- Tech Squad Mentorships
- Industry Opportunities
  - e.g.; Coding, Comptia A+
- Industry Based Internships
- Sector Informed Career Fairs
- Advisory Enhancement

New Visions for Public Schools
Student/Teacher Impact
What school level structures or systems have you needed to create to make this possible?

- **Direct student programming**
  - Career planning workshops & panels
  - NPower facilitated IT workshops
  - OBT tech camp

- **Staff capacity-building**
  - OBT staff member on-site weekly
  - 1-on-1 coaching with school-based staff
  - Co-design & co-facilitation of curriculum

- **Leadership team planning**
  - Identifying strengths & opportunities
  - Understanding students
  - Establishing robust referral process
“All we knew was about sending our kids to CUNY/SUNY. This partnership has been about creating pathways to the world of work and providing our students with additional options” -- Transfer School Principal

“This partnership is about building a broader system of career readiness in a school, we didn’t want to just layer an additional activity” -- Workforce Partner
JobsFirstNYC and New Visions provide targeted supports

**Partnership Brokering**
- Workforce Partner Vetting
- Relationship Building

**Technical Assistance & Coaching**
- School Based Continuous Improvement Coaching
- Partner Check-Ins

**Tools and Resources**
- Initial Implementation Grants
- WBL Tracker & Portal

**Ongoing Convening for Collective Learning**
- Learning Communities
- Documentation of Lessons Learned
For college and career, we are identifying common stepping stones on the path to different postsecondary options.
New Career Focused Milestones

- Drivers License
- Annual Career Interest Survey
- Annual Career Plan
- Employability Skills Profile

- Application (postsecondary training)
- Annual: Applied for summer job or experience
- Annual: completed summer job or experience
Establishing the conditions for sustainable and effective partnership (goal setting, transparency, project management) is foundational, challenging work that needs intensive support.

School-based systems and structures are preconditions for the school design teams to meet and work. Establishing these systems requires time and buy-in.

Understanding *Learning to Work* is key. It is necessary but not sufficient.

College readiness and career readiness are not prioritized equally at all levels.

There is a need to create new models for school/workforce partnerships beyond traditional referral systems.

Education and workforce development sectors are siloed at all levels, creating structural barriers to new approaches.
Here to Here

- Troy Burton, Manager of Legacy Programs, DreamYard (co-founding partner- Here to Here)

- Tim Lord, Co-Executive Director, DreamYard (co-founding partner- Here to Here)
LEGACY PROGRAMS

INTERNSHIPS &
WORK-BASED LEARNING
DreamYard has:

✔ Celebrated its 25th anniversary
✔ Worked with over 250,000 students
✔ Worked with over 100 Bronx public schools
✔ Had an internship program for 8+ years
✔ Developed partnerships with a variety of corporate companies
   Macy’s, Google, Fjord, AT&T, etc...
✔ Created a variety of core & creative pathway programs & experiences
✔ DreamYard Prep High School, In-School Programs & Art Center Programming (School Year & Summer Programming)
MISSION AND CORE VALUES

DreamYard collaborates with Bronx youth, families, and schools to build pathways to equity and opportunity through the arts.

ACTIVATE
CREATE
CONNECT
NUTURE
HOW DID WE GET HERE?
Traditionally, our educational system has viewed students as having to choose between two tracks - a career/vocation track or college track. This view has been racist and damaging to communities of color. The misconception is that it is an either/or choice. Career readiness preps students for post secondary options. You can intertwine both tracks.
WHAT DID WE DO?
HERE TO HERE (2016)

• DreamYard is a founding partner organization with Big Picture Learning and the Dimon Foundation
• Intermediary: Employers, Post-Secondary and HS, CBO’s, Youth and Families
• Systems and Policy Change Focus
• Demonstration Projects
Building an Educational Strategy

We will work with schools, community based organizations, and youth serving public agencies to create a sequence of experiences and curriculum to build student agency, skills and networks.

- 65,000 High School students in the Bronx
- 143 High Schools in the Bronx; 600 in New York City

Navigating a rapidly changing labor market

Students need to learn, explore, and experience work while they are in school. Educators need to commit to helping students gain the skills, employer-recognized credentials, and critical work-based learning experience beginning in at least high school.
A Critical Employer Engagement Strategy

We will use a combination of HERE to HERE Business Council and Bronx Private Industry Council staffed by HERE to HERE to change how educators and employers can partner to achieve a common goal.

A Coalesced Approach to a Talented Workforce

An employer-led, student-centered approach will help develop a more-prepared, talented and diverse workforce that will provide a deep base of local talent from which employers can recruit.
The DreamYard Prime is an organizational prime for decision making that ensures accountability for decision making that includes but is not limited to taking on new partnerships, programming opportunities, hiring, firing, and/or promoting. The prototype will be used at monthly leadership team meetings, with HR policies/procedures, program design sessions, etc. to ensure that race is at the forefront of conversations that affect internal and external factors.

1. Who is benefiting from this decision?
2. How are we being explicit about our commitment to racial justice?
3. How does this decision affect the POC we serve (participants) and POC staff members?
4. What is the desired outcome of this decision? And how does this outcome connect to our commitment to racial justice?
5. Who are we excluding? How can we be more inclusive with this decision?
### The HERE to HERE Pathways Approach

#### Stages of Growth

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<tr>
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<th>9th</th>
<th>10th</th>
<th>11th</th>
<th>12th</th>
<th>11th</th>
<th>14th</th>
<th>14th</th>
<th>Early Career</th>
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<tbody>
<tr>
<td><strong>Career Exploration</strong></td>
<td>Academic Foundation Internships</td>
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<td>Internships</td>
<td><strong>Academic Mastery</strong></td>
<td>Field Placement</td>
<td>Exit Building</td>
<td>Technical Training</td>
<td>Entry Level Position</td>
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<td><strong>Key Institution</strong></td>
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<td>Skill Mastery</td>
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<tr>
<td><strong>High School</strong></td>
<td>Personal skill building.</td>
<td>Exposure to opportunities to identify interests &amp; career awareness</td>
<td>Begin to identify interests.</td>
<td>Develop a portfolio.</td>
<td>Interview training.</td>
<td>Learn about networks.</td>
<td>Learn from mistakes.</td>
<td>Career mapping.</td>
</tr>
</tbody>
</table>

#### Competencies, Skills & Assets

- Personal skill building.
- Exposure to opportunities to identify interests & career awareness.
- Begin to identify interests.
- Develop a portfolio.
- Interview training.
- Learn about networks.
- Learn from mistakes.
- Credentials and career mapping.
- Build portfolio and resume.
- Establish success network.
- Build knowledge of the local labor market.
- Make an informed Post-secondary decision.
- I learn from mistakes.
- Professional training.
- Additional credentials & degrees.
- Career mapping.
- Build portfolio.
- Expand success network.
- Mentor others.
Measuring Success

10,000 HERE to HERE Network students are either in or very much on a path to a family-sustaining career by the time they are 25.

YOUNG PEOPLE
Find Your Path to a Rewarding Career
Discover and hone strengths, interests, and passions that the workforce actually needs.
Gain real-world experience that helps build networks and develop essential skills necessary to get a job today.

EDUCATORS
Find Ways to Keep Young People Engaged
When young people are interested in and excited about what they are learning, they will excel.
This leads to higher graduation rates, the pursuit of more relevant and valuable credentials and – ultimately – higher chances of success.

EMPLOYERS
Find Your Future Workforce
An opportunity to diversify the workforce.
Lower training costs as essential skills and training are already embedded in the educational institutions.
Less turnover and improved retention.
WORK-BASED LEARNING

is an educational strategy that provides students with real-life work experiences where they can apply academic & technical skills & develop their employability. “WBL deliberately merges theory with practice & acknowledges the intersection of explicit and tacit forms of knowing.” It includes internships, mentoring, and apprenticeship. It provides students the opportunity to discover things that can’t be learned in a classroom.
Internship

noun

the position of a student or trainee who works in an organization, sometimes without pay, in order to gain work experience or satisfy requirements for a qualification.
SOUR CREAM POUND CAKE

Cream 2 sticks of butter with 3 cups of sugar.

Add 6 eggs.

In a separate bowl blend 3 cups of flour, ¼ tsp of salt and ¼ tsp of baking soda.

Add the dry ingredients and 8 oz of sour cream to the batter.

Add 1 tablespoon of vanilla extract.

Bake for 90 minutes on 325 degrees.
SOUR CREAM POUND CAKE

Cream 2 sticks of butter with 3 cups of sugar.  
(With your hands.)
Add 6 eggs.  
(One at a time.)
In a separate bowl blend 3 cups of flour, ¼ tsp of salt and ¼ tsp of baking soda.  
(Sift all ingredients together.)
Add the dry ingredients and 8 oz of sour cream to the batter.  
(Alternate the ingredients.)
Add 1 tablespoon of vanilla extract.  
(And a little extra.)
Bake for 90 minutes on 325 degrees  
(In a greased and floured pan.)
legacy

noun
1. a gift by will especially of money or personal property
2. something transmitted by or received from an ancestor or predecessor or from the past
3. a candidate for membership in an organization (such as a school or fraternal order) who is given special status because of a familial relationship to a member
DreamYard collaborates with Bronx youth, families, and schools to build pathways to equity and opportunity through the arts.
<table>
<thead>
<tr>
<th>Program</th>
<th>Partners</th>
<th># of students</th>
<th>Method of Payment</th>
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<tbody>
<tr>
<td>ACTION</td>
<td>ACP</td>
<td>15</td>
<td>SYEP &amp; Stipend</td>
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<tr>
<td>Entrepreneurship</td>
<td>ENT</td>
<td>21</td>
<td>SYEP</td>
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<tr>
<td>Summer Bridge</td>
<td>DYP/ENT</td>
<td>15</td>
<td>SYEP</td>
</tr>
<tr>
<td>Fashion</td>
<td>ACP/ISP</td>
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<td>Human Centered Design I &amp; II</td>
<td>Fjord &amp; Google /ENT</td>
<td>31</td>
<td>SYEP</td>
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<tr>
<td>Do School</td>
<td>H2H</td>
<td>25</td>
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<td>Arts Connection</td>
<td>15</td>
<td>SYEP</td>
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<tr>
<td>Music Production</td>
<td>Career Clue</td>
<td>30</td>
<td>SYEP</td>
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<tr>
<td>Visual Arts</td>
<td>ACP/ISP</td>
<td>20</td>
<td>Stipend</td>
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<td><strong>11 Programs</strong></td>
<td><strong>9 Partners</strong></td>
<td><strong>237 Students</strong></td>
<td><strong>SYEP &amp; Stipend</strong></td>
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• DreamYard Career and College Enrollment Data- 2010-2019 (from National Student Clearinghouse and DY database):
• 2010-2016- 70% enrollment, 70% Persistence and Completion
• DY Prep HS and Art Center 2016-2019- 85% enrollment and 93% persistence
• DreamYard Art Center is at 100% enrollment and 100% retention for 2017 and 2018
• Citywide averages- 35% over these past years of career and college completion.
STORIES OF SUCCESS

Giany Rosario- Photographer and First in her family to go to college.
QUESTIONS?
Media MKRS

- Keisha Katz, Director of Workforce and External Partnerships, Reel Works

- John Williams, Co-Founder and Executive Director, Reel Works
Panel Discussion & Audience Questions
Thank you!
# Career Pathways Programs - Core Elements

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