



My Brother's Keeper Community Challenge
Deep Dive Milestone 5 – Successfully Entering the Workforce

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Introduction

NOTE: The content included in this introductory section of the presentation was originally shared as part of the MBK Implementation Webinar hosted on December 18th, 2014.

MBK Webinar Overview

Through early January, MBK Community Challenge Milestone webinars will be conducted by TA Providers and Federal Agency Leaders. Each webinar will cover one milestone and you are invited to attend based on your community focus areas:

MBK Community Challenge Milestones

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1 Entering school ready to learn
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2 Reading at grade level by third grade
- 

3 Graduating from high school ready for college and career
- 

4 Completing post-secondary education or training
- 

5 Successfully entering the workforce
- 

6 Reducing youth violence and providing a second chance

Webinar Objectives

- **Introduce the communities to TA providers and resources available** through the MBK Community Challenge
- **Provide resources for continuing education around implementing milestones** for Mayors and Staffers
- **Enable sharing of leading practices** for community programming / lessons learned from local initiatives undertaken to date
- **Provide opportunity for Q&A** with webinar facilitators and discuss resources coming available through the MBK Community Challenge

Cradle-to-College-to-Career Approach

The disparities between children from poor families and those from non-poor families are significant and pervasive, but targeted, continuous intervention at multiple life stages has the potential to eliminate these disparities across the cradle-to-career continuum.¹



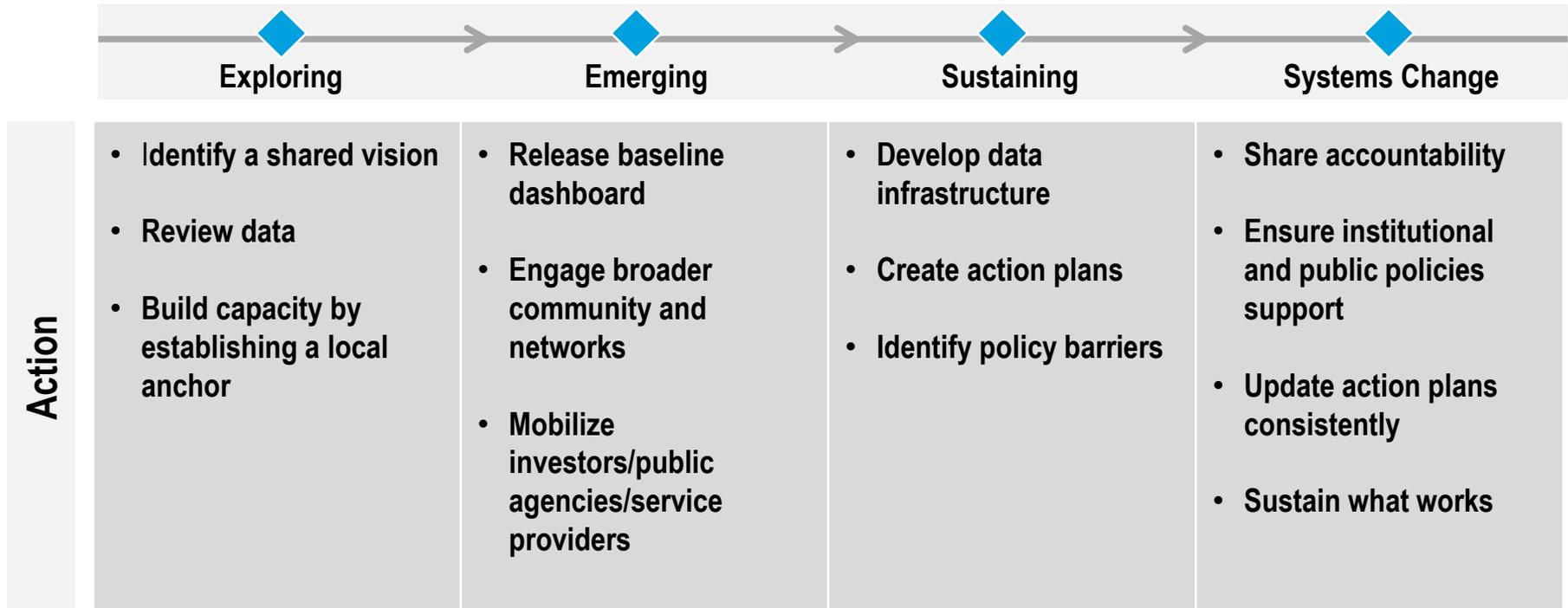
Key Principles for Developing Sustainable Approach²

1. Engage the Community 
2. Focus on Eliminating Locally Defined Disparities 
3. Develop a Culture of Continuous Improvement 
4. Leverage Existing Assets 

In order to effectively and sustainably implement a cradle-to-college-and-career approach it is important to understand the underlying key principles

Driving Systemic Change in Your Community³

Following your Local Action Summit, you are asked to review existing programs and policies related to MBK and establish a baseline understanding of where gaps and opportunities lie within your community. As you conduct this review, you can reference the below proven model to create a sustainable strategy for your community:



The review should include recommendations for action on your selected areas of focus, standards for tracking and sharing data across public agencies / community partners, and structural recommendations for institutionalizing the effort until goals are reached

Elements of Success

By incorporating some or all key elements of success into your design, you will drive systemic and sustainable change in your community, no matter the issue at hand.⁴ These elements of success include:

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- 1. Clear Goals**
 - 2. Emphasis on Place**
 - 3. Authentic Youth and Community Engagement**
 - 4. Committed Leadership**
 - 5. Support from Political Leaders**
 - 6. Engaging Local Intermediary Organizations**
 - 7. Leveraging Expertise of Organizations / Networks**
 - 8. Policy and Systems Reform**
 - 9. Strategic Use of Data**

MBK Milestone 5:

*Successfully Entering the
Workforce*

Milestone Overview: Successfully Entering the Workforce⁵

CHALLENGES

- Ensuring that all young people have the tools and opportunities to enter the workforce successfully
- Removing barriers to workforce participation, where they exist
- Where there are too few opportunities, we should **seek to expand them to ensure that all young Americans have the opportunity to achieve their full potential**

OPPORTUNITIES

- Enact broader growth and opportunity agenda
- Increase entry-level job, mentorship, and apprenticeship options
- Help grow and improve summer jobs initiatives

Anyone who wants a job should be able to get a job that allows them to support themselves and their families



Build Understanding: Engaging your Community Ecosystem and Key Principles

Engaging Your Community Ecosystem

A key next step toward driving change involves mapping your local community ecosystem, with a focus on engaging and connecting key stakeholders*, including:



*These key stakeholder groups are meant to serve as an illustrative sampling, to be validated and adapted as relevant to your specific community

Key Principles



Employers can work with post-secondary education institutions to ensure their curriculum prepares students to be work-ready



Offering on-the-job training allows workers and employers to share the burden of training costs along with the returns of working



Providing low-cost childcare and transportation services is essential to engaging low-income workers in the workforce



Communities that use data will be better positioned to ensure post-secondary programs meet the needs that will drive improved economic conditions



City officials should be strong advocates on behalf of underserved populations to insist on fair and equal access to workforce development programs



Municipal leaders should look for community partners interested in promoting entrepreneurship and better employment opportunities

Identify Leading Practices: Evidence-Based Practices and Programmatic Success

Evidence-Based Practices

1

Apprenticeship Programs

2

Sectoral Training

3

YouthBuild

Programmatic Success in the Field

Economic Opportunity Initiative (EOI) – Portland, OR

Microenterprise program that tailors each project to specific groups of low-income residents and assists participants in accessing technical and legal services, capital, peer support, and mentoring needed for success



I-BEST – State of Washington

Integrates basic skills instruction and GED attainment with occupational classes to increase the rate at which adult basic skill students advance through coursework leading to certificates and associate degrees in high-demand fields. I-BEST has shown positive results in terms of college credit, awards (ABE, GED, ESL) and basic skills test gains

GED Bridge to Health and Business Program – New York, NY

Bridge program is designed as a pathway to college and careers where students attend more class hours and receive intensive advising, resulting in a GED pass rate double that of similar programs and a three-times higher enrollment rate in the CUNY system than comparable prep programs

By tailoring these evidence-based practices to your local context, you can help move the needle in your community

Take Action: Resources for Turning Theory in Action

Enact Broader Growth and Opportunity Agenda

FindYouthInfo.gov Platform

<http://www.FindYouthInfo.gov>

Innovations and Future Directions for Workforce Development

<http://strategies.workforce3one.org/>

Urban Institute Workforce Innovations and Practices Paper

<http://www.urban.org/publications/412884.html>



Increase Entry-Level Job, Mentorship and Apprenticeship Options

Expanding Apprenticeship: A Way to Enhance Skills and Careers

<http://www.urban.org/publications/901384.html>

Grads of Life Platform

<http://gradsoflife.org/about/>

Young Entrepreneurs Training

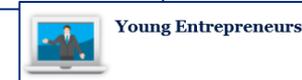
<http://www.sba.gov/tools/sba-learning-center/training/young-entrepreneurs>

Career Pathways Exchange

<https://lincs.ed.gov/programs/movingpathways/career-pathways-exchange>

Expanding Apprenticeship
A Way to Enhance Skills and Careers
Robert L. Lerman

GRADS of LIFE URBAN INSTITUTE
October 2010



Help Grow and Improve Summer Jobs Initiatives

Connecting Youth & Business: A Toolkit for Employers

http://opportunitynation.org/app/uploads/2014/06/ON_Youth_Business_Toolkit.pdf



Note: These resources include information and examples from nongovernmental sources. These resources are provided for informational purposes only. Inclusion of nongovernmental information and resources does not indicate endorsement by the White House or the U.S. government of entities, their products or services, and the information contained at referenced sites does not necessarily reflect the official views of the U.S. government

Wrap Up

Thank you for reviewing the MBK Community Challenge Webinar presentation. For additional questions, please visit our website at www.mbkchallenge.org

MY BROTHER'S KEEPER *Community Challenge*

Note: MBK Community Action Resource Guides are a project of the National Convening Council, with support and technical assistance from the White House, Federal agencies, and external partner organizations including the National League of Cities, StriveTogether, United Way, PolicyLink, Urban Institute, and Deloitte

Appendix

Speaker Biographies



Jeff Edmonson is the Managing Director of StriveTogether, a subsidiary of KnowledgeWorks. StriveTogether is a national cradle-to-career initiative that brings together leaders in Pre-K-12 schools, higher education, business and industry, community organizations, government leaders, parents and other stakeholders who are committed to helping children succeed from birth through careers.



Laura MacDonald is a Senior Policy Advisor in the Office of the Deputy Secretary at the Department of Labor. Prior to that, she served as the Chief of Staff in the Office of Congressional and Inter-Governmental Affairs (OCIA) at the Department of Labor. Previously, she was a Legislative Assistant for Congresswoman Hilda Solis and Congressman Brad Sherman.



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