Creating Systems for Youth Employment

Chekemma J. Fulmore-Townsend, MSW
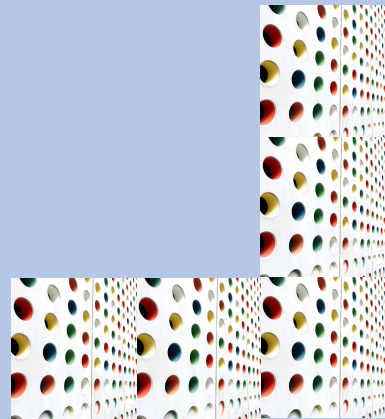
A Little About Me:

- Rely heavily on my faith

- My work is my calling, not just a job. Over 20 years in youth development and nonprofit management, with a concentration on workforce and post-secondary education

- I am living proof of the power of opportunity and the guidance of elders.

- I live my life knowing that to whom much is given, much is required, **and of those that much is required, more will be asked**.

- I love facilitating "Aha Moments" and learning from others.

A Little About Our Agenda

- **Becoming Familiar |** What do you hope to learn?

- **Setting Intention**| What do you hope to learn?

- **Sharing Your Why |** Why is this topic important to you?

- **Elements of A System |** Critical ingredients for any system

- **Essential Conditions for Success** | Strong Relationships +Skilled Planning +Strategic Action

- **Application** | Skills You Have To Grow Your Organization

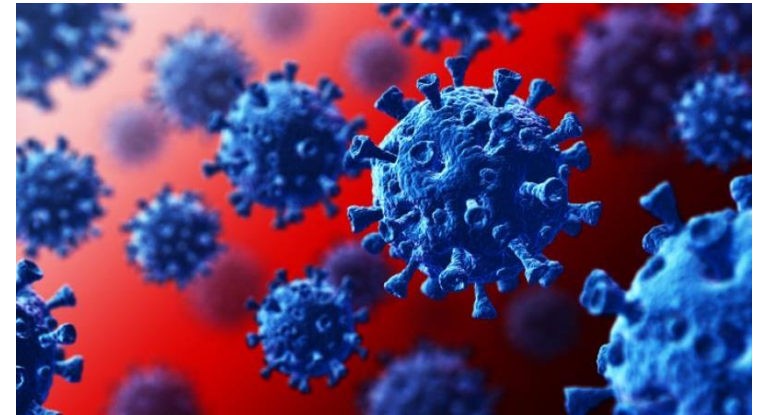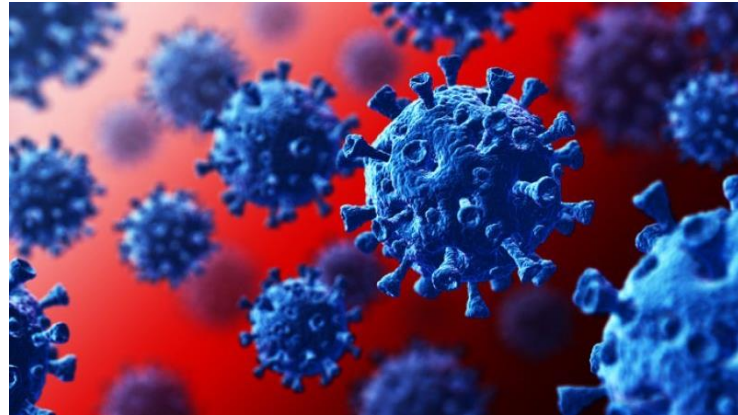- **Discussion** | Questions, Sharing and Learning

What is your Why?

Key Realities

- We are learning how to prepare young people for an unpredictable economy?

- Many critical industries are struggling with talent development

- Earning potential is a key indicator of how real the American Dream is for you.

- Systemic racism and institutional bias have created disastrous outcomes, creating generational inequities.

- We are all struggling how to do what we do well.

- The pace and scale of change is ever increasing

A disrupted economy…
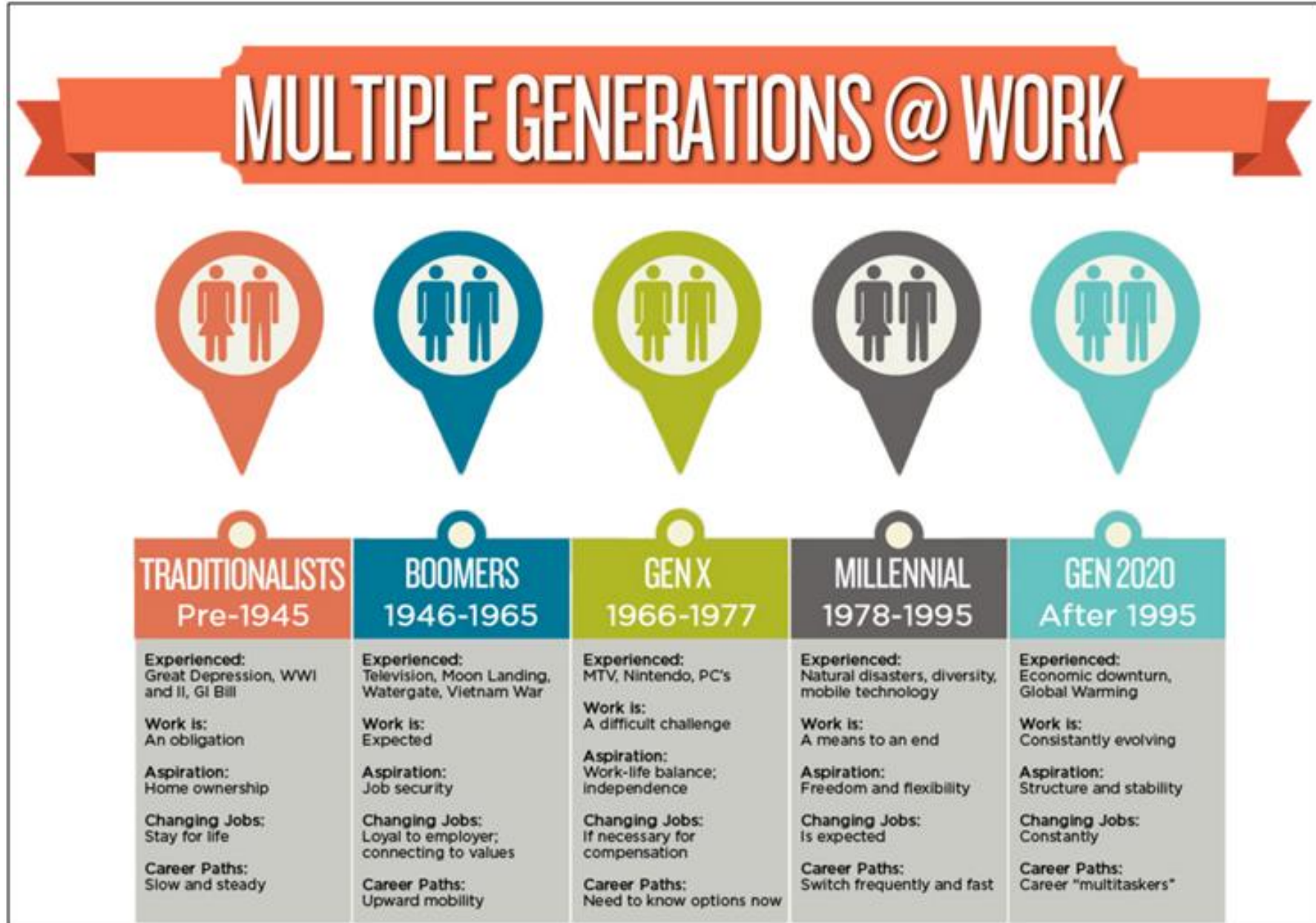
The Needs of Workers Have Changed

MULTIPLE GENERATIONS @ WORK

TRADITIONALISTS Pre-1945	BOOMERS 1946-1965	GEN X 1966-1977	MILLENNIAL 1978-1995	GEN 2020 After 1995
Experienced: Great Depression, WWI and II, GI Bill	**Experienced:** Television, Moon Landing, Watergate, Vietnam War	**Experienced:** MTV, Nintendo, PC's	**Experienced:** Natural disasters, diversity, mobile technology	**Experienced:** Economic downturn, Global Warming
Work is: An obligation	**Work is:** Expected	**Work is:** A difficult challenge	**Work is:** A means to an end	**Work is:** Consistantly evolving
Aspiration: Home ownership	**Aspiration:** Job security	**Aspiration:** Work-life balance; independence	**Aspiration:** Freedom and flexibility	**Aspiration:** Structure and stability
Changing Jobs: Stay for life	**Changing Jobs:** Loyal to employer; connecting to values	**Changing Jobs:** If necessary for compensation	**Changing Jobs:** Is expected	**Changing Jobs:** Constantly
Career Paths: Slow and steady	**Career Paths:** Upward mobility	**Career Paths:** Need to know options now	**Career Paths:** Switch frequently and fast	**Career Paths:** Career "multitaskers"

What does a
HYBRID-REMOTE
Workplace Look Like?

OPTION 1

Some employees work in the office, while others work remotely.

OPTION 3

A combination of the two

OPTION 2

All employees spend part of the week in the office and part of the week remote.

43% of workers say they've been given clear communication on a reopening plan for their workplace.

CR-T

64% of workers report wanting to spend at least some hours at the workplace, as opposed to working entirely remotely.

Roughly 1/3 of employees would prefer to split their time between their home and workplace.

Only 45% of employees believe their employers are ready to reopen their workplaces.

Elements of a system for youth employment?

Who is your customer?

Talking a different language

|	Maturists (pre-1945)	Baby boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Wartime rationing Rock'n'roll Nuclear families Defined gender roles – particularly for women	Cold War 'Swinging Sixties' Moon landings Youth culture Woodstock Family-orientated	Fall of Berlin Wall Reagan/Gorbachev/Thatcherism Live Aid Early mobile technology Divorce rate rises	9/11 terrorists attacks Social media Invasion of Iraq Reality TV Google Earth	Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks
Attitude toward career	Jobs for life	Organisational – careers are defined by employees	"Portfolio" careers – loyal to profession, not to employer	Digital entrepreneurs – work "with" organisations	Multitaskers – will move seamlessly between organisations and "pop-up" businesses
Signature product	Automobile	Television	Personal computer	Tablet/smartphone	Google glass, 3-D printing
Communication media	Formal letter	Telephone	E-mail and text message	Text or social media	Hand-held communication devices
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally but increasingly will go online	Online – would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd-sourced

Source: Barclays, University of Liverpool

Who shares your **Why?**

Photo: Josh Calabrese, 2017

Calling all Friends

Systemic success requires each stakeholder group to work collaboratively and synergistically

Government

Philanthropy

Business Community

Schools

Youth
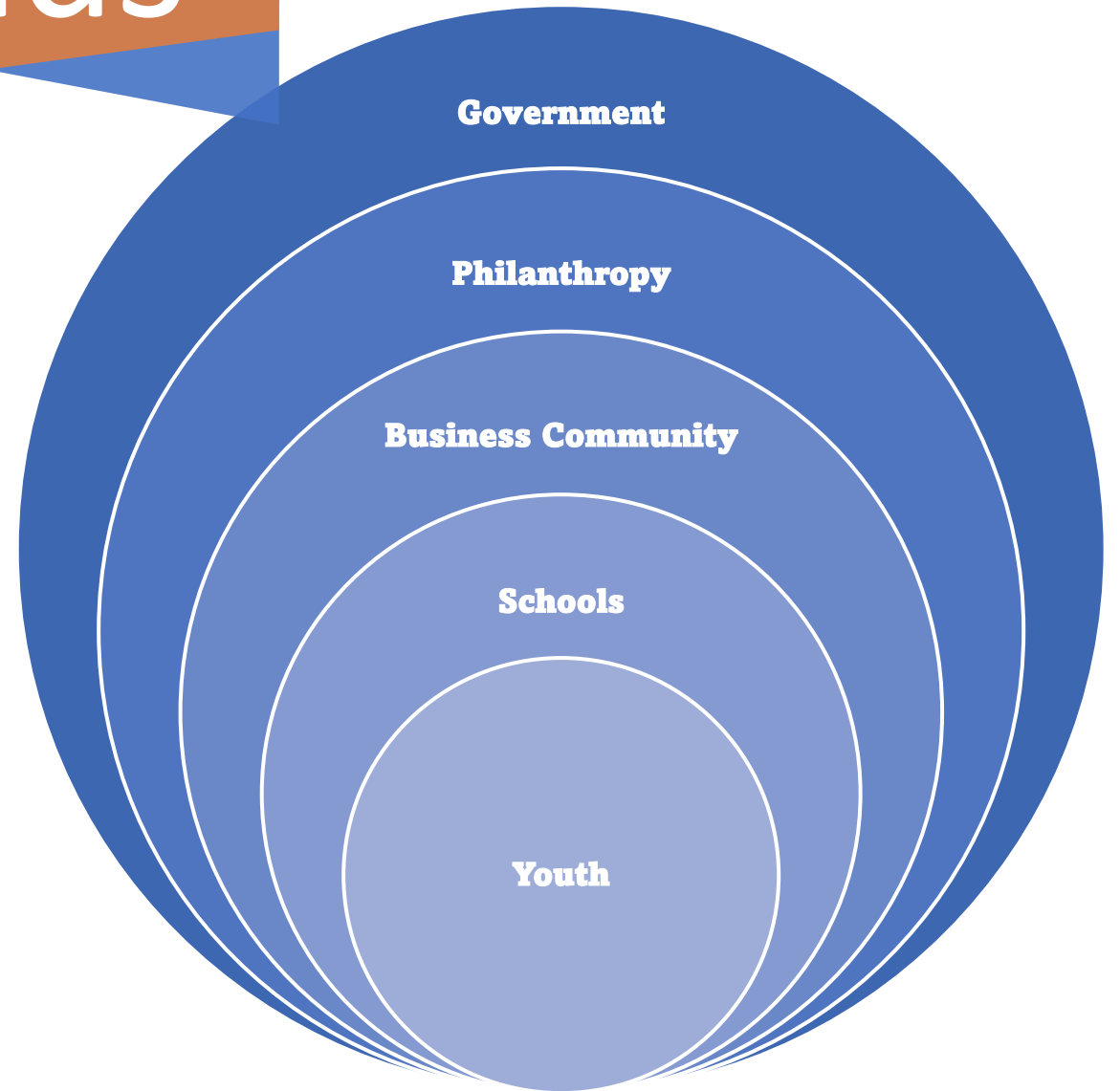
There are **five key conditions** needed for a successful Collective Impact Strategy:

Common Agenda	Shared Measurement	Mutually Reinforcing Activities	Continuous Communication	Backbone Organization

Define
Clearly define your goal, assets and liabilities.

Engage
Identify, understand, and engage key partners.

Measure
Define success, learn quickly from failure, and celebrate victories.

Communicate
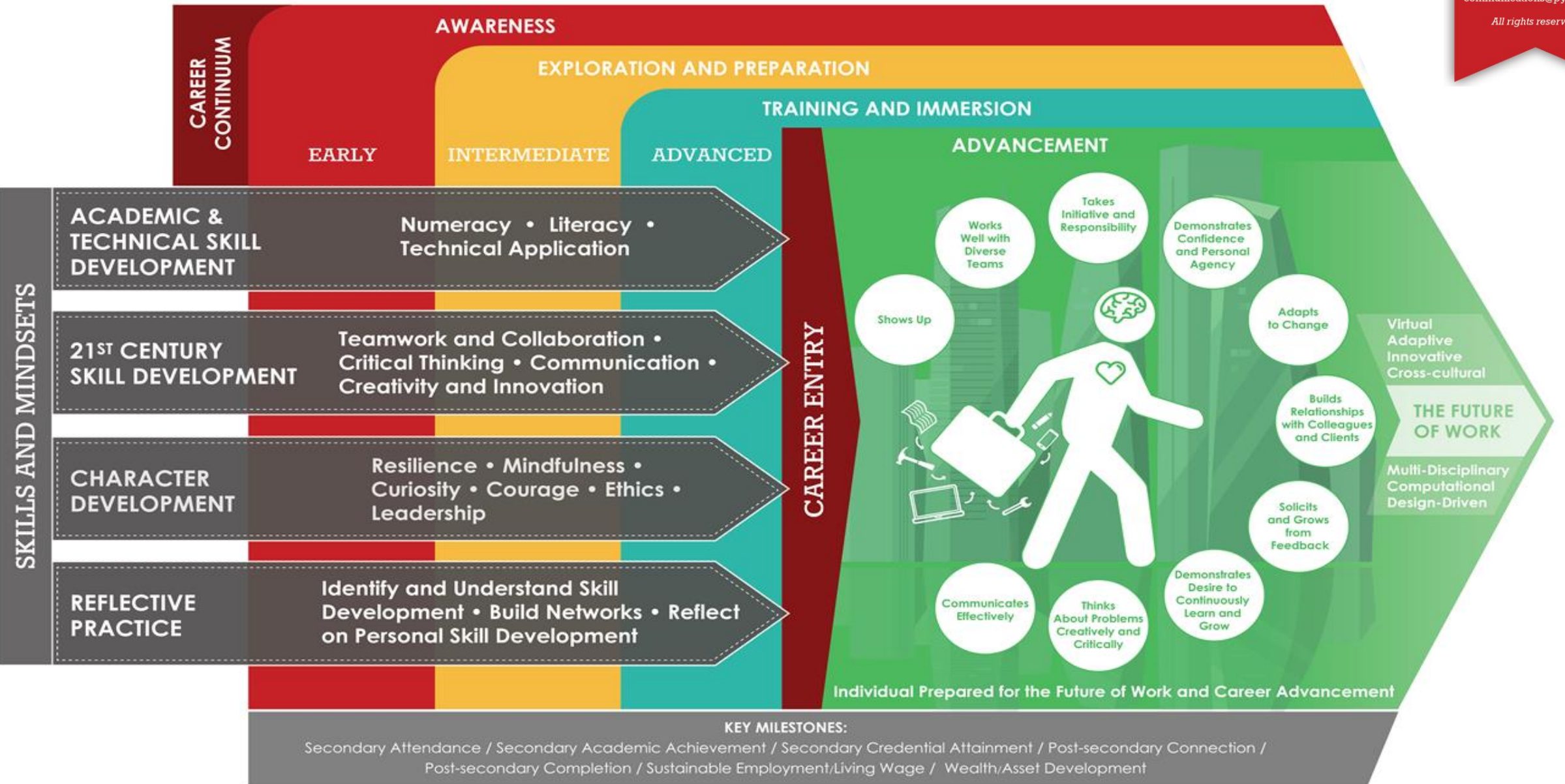Establish consistent, effective, and authentic communication.

Model
Develop strong partnership skills within your organization/agency.

How will you measure success?

Photo: Carlos Muza, 2016
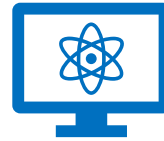
CAREER DEVELOPMENT FRAMEWORK

Understanding the Framework

Types of Learning

Variety of Experiences

Skills for the workforce needs

Money to support activity and training

"However successful you are, there is no substitute for a close relationship. We all need them.
-**Francesca Annis**

RELATIONSHIP STRENGTH

1 WEAK

2 DEVELOPING

3 STRONG

"Nothing reinforces a professional relationship more than enjoying success."

HAROLD RAMIS ACTOR

Resources

Tic Toc | The Gen Z Employment Perspective Andre Brown work #hrtiktoc
Peers | New Ways to Work ; Aspen Opportunity Youth Forum
Podcast | Work Life Adam Grant ; HBR Women at Work
Infographics | Future Work Skills ; The New Adaptable Workforce; Key Drivers of the Future of Work
Research | The Big Blur | JFF; Youth and Workforce Development | EDC

Stay in touch!

| @chekemma | @chekemma   ctownsend@hfctrust.org