



U.S. Department of Health and Human Services

ADMINISTRATION FOR
CHILDREN & FAMILIES

Office of Family Assistance

Welcome to the
“Leveraging Private/Public
Partnerships and Funding to
Improve Summer Youth
Employment Opportunities”
Webinar

Tuesday, December 11, 2012; 1 p.m. EST



U.S. Department of Health and Human Services

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CHILDREN & FAMILIES

Office of Family Assistance

Welcome and Introductions:

James Butler

*Federal Project Officer
Office of Family Assistance*



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Context and Overview:

Christina Techico

*Senior Manager
ICF International*



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Christina Techico has over fifteen years of experience working on workforce development, social service programs, youth development, and education reform efforts, primarily for the U.S. Departments of Labor, Education, and Health and Human Services at the Federal, State, and local levels. Her strengths lie in end-to-end strategic planning, program design, project development, implementation, technical assistance and training, and management. Ms. Techico has experience in managing resources and staff at all levels to accomplish client missions on a wide range of complex projects. Currently, she manages several projects on welfare reform, workforce development, and targeting special populations, such as at-risk youth. She serves as the Project Director for the Temporary Assistance for Needy Families (TANF) Information Technology (IT) Initiative which includes the development of the flagship tool, the Online Work Readiness Assessment (OWRA), a comprehensive, targeted, web-based tool that assists TANF agencies in assessing individuals' readiness for work and identifying potential strengths and barriers in developing pathways to self-sufficiency. Ms. Techico holds a Master of Arts degree in Counseling Education from San Jose State University and a Bachelor of Arts degree in Psychology from Wellesley College.



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Bruce Saito

*Executive Director
LA Conservation Corps*



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Bruce Saito is the executive director of the LA Conservation Corps. Mr. Saito has a long history of outstanding service to Los Angeles and California, and is recognized both locally and nationally as an expert in procuring and managing conservation corps projects. In 1976, he joined the California Conservation Corps (CCC), working with youth at various locations throughout the state, where he served for 10 years. In 1985, Mr. Saito was hired by former U.S. Secretary of Commerce, Mickey Kantor, to be part of a team to start the LA Conservation Corps. Since 1995, he has served as the organization's Executive Director. In addition to his work at the LA Conservation Corps, Mr. Saito is the past president and current VP of Legislation of the California Association of Local Conservation Corps (CALCC), the organization that represents the 12 certified conservation corps covering most of the State's urban areas from San Diego to Marin.

The LA Conservation Corps'

primary mission is to provide at-risk young adults and school-aged youth with opportunities for success through job skills training, education and work experience with an emphasis on conservation and service projects that benefit the community.



LA Conservation Corps History and Summary

- Founded in 1986 by Former U.S. Secretary of Commerce and Trade Ambassador Mickey Kantor .
- Modeled after the California Conservation Corps (CCC), a state-funded version of President Franklin D. Roosevelt's Civilian Conservation Corps of the 1930s Great Depression era. One of the first nonprofit corps to be established in California.
- Responded to economy and budget cuts that had forced reductions in public school funding and youth training and employment programs.
- Offered paid training in conservation work and a GED program.
- Today, the Corps serves over 8,000 young people annually. Since our inception, we have:
 - ✓ Prepared over 5,000 18–24 year olds for over 18 green-collar careers.
 - ✓ Trained over 21,000 14–17 year at-risk students in community beautification.
 - ✓ Awarded nearly 1,500 accredited high school diplomas on our three charter school sites.
 - ✓ Awarded over \$1.7M in scholarships to over 1,000 current and former participants.
 - ✓ Educated over 100,000 students on 19 LAUSD campuses through our afterschool program.
- To improve local communities of need our work projects have: planted 129,785 trees and delivered over 57,909 trees to local residents, removed over 13M square feet of graffiti, cleaned more than 5,000 blighted alleys, built 25 playgrounds, constructed and/or maintained 51 community gardens, rescued 24,807 marine animals, restored 3,706 acres of natural habitat, painted 92 murals, taught 19,000 children about recycling, and recycled over 10,841 tons of bottles and cans.



LA Conservation Corps Sources of Summer Funding

- CDBG
- City of LA – General Fund
- WIB-SYEP
- LA Chamber of Commerce
- USFS – Stewardship Academy
- City of LA Board of Public Works Interns
- Fee for Service

Bruce Saito

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LA Conservation Corps

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NYC Department of Youth and Community Development

Alan Cheng

*Assistant Commissioner
Youth Workforce Development*

Julia Breitman

Director of Operations, NYC Ladders for Leaders



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Alan Cheng is the Assistant Commissioner of Youth Workforce Development at the New York City Department of Youth and Community Development and oversees the Summer Youth Employment Program, WIA Out of School Youth program, Young Adult Internship Program and Ladders for Leaders internship program. As the former Director of New York's Summer Youth Employment Program (SYEP), Alan oversaw the implementation of a web-based enrollment and debit card payroll system; the introduction of the online application; incorporation of a standardized education component and several other program innovations.



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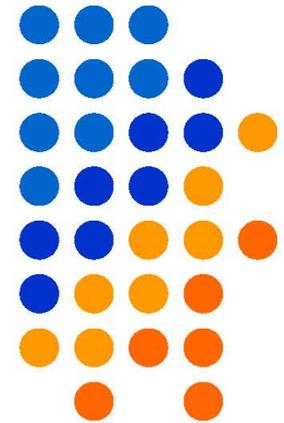
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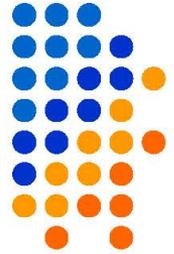
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Julia Breitman is the Director of the NYC Ladders for Leaders program at the NYC Department of Youth and Community Development (DYCD). She oversaw the launch and development of the initiative which has since 2006 connected nearly 1300 young people to professional paid internships with some of the most prominent corporations in New York City.

Ms. Breitman joined DYCD in 2005, serving as the Special Assistant to the Commissioner where she prepared critical documents, including talking points, legislative testimony, and press releases and served as the liaison to elected officials, media and community partners. She graduated from New York University with a B.A. in Politics.

Summer Youth Employment Program





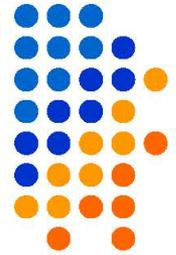
About SYEP

Goals

- Introduce and prepare youth for the world of work
- Help youth identify career interests and acquire good work habits and skills
- Provide supplemental income to families

Program Structure

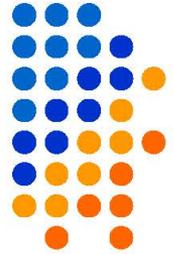
- Up to 7 weeks of paid work and education experience
- Federal minimum wage of \$7.25 per hour
- Open to all NYC residents 14-24 years old
- Program Dates: July 5th through August 18th



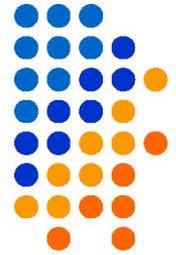
Recent Program History

- 2003 DYCD begins administering SYEP
- 2004 SYEP Online enrollment and timekeeping launched
Debit card payment system introduced
Educational component added to program
- 2006 Online participant application system launched
Partnerships with local banks to provide fee-free ATM cards
- 2009 Specialized services for vulnerable youth added
- 2010 Free checking accounts offered to participants 18+
- 2011 Upgraded web-based Youth Employment Program System (YEPS)
Implementation of wireless worksite monitoring by DYCD Staff
- 2012 Online worksite application system launched

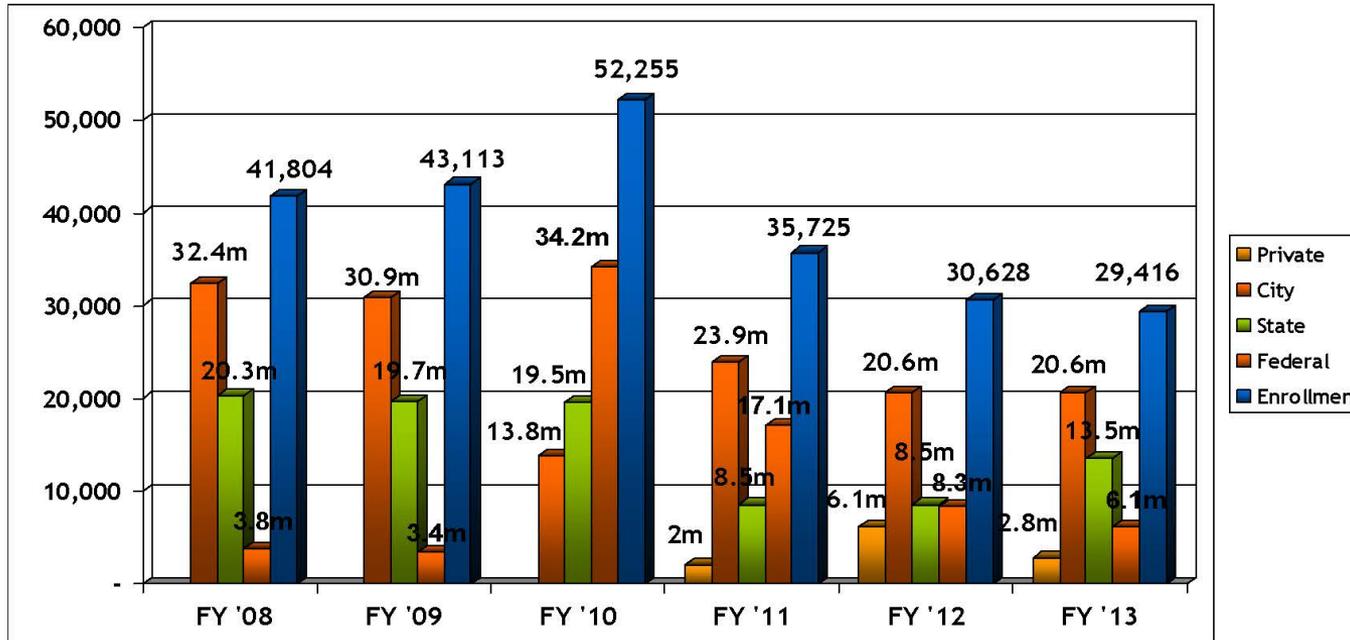
Facts and Figures



\$43m	Funding Committed to Program
132,593	Applications Submitted
115,539	Online Applications
29,416	Participants Enrolled
5,677	SYEP Worksites Developed
28.7M	Total Payroll

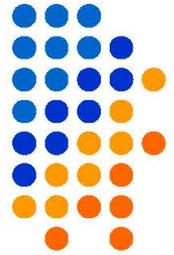


Funding & Enrollment

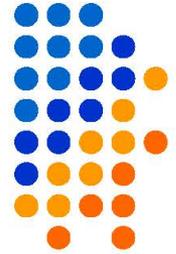


	FY'08	FY'09	FY'10	FY'11	FY'12	FY'13
Total \$	\$56.5m	\$54.0m	\$67.5m	\$51.5m	\$43.5m	\$43m
Enrollment	41,804	43,113	52,255	35,725	30,628	29,416
Min Wage	\$7.15	\$7.15	\$7.25	\$7.25	\$7.25	\$7.25

NYC Ladders for Leaders



NYC Ladders for Leaders



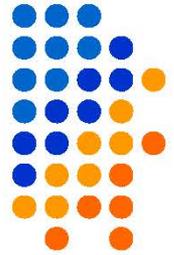
Program Goals

- Prepare New York City youth for college and career success through employer-paid professional internships
- Engage the New York City business community to create a pipeline of career opportunities for a new, talented, diverse population

Program Structure

- The program offers high school and college students paid summer internships with New York City companies and government agencies, along with college scholarships, career guidance, and professional development workshops.
- Competitive application process and intensive pre-employment training on resume writing, interview skills, workplace communication and attire
- Participants selected through interviews by partnering companies
- 25-40 hours per week for a minimum of 7 weeks

NYC Ladders for Leaders



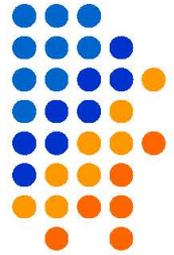
Since 2006 the program raised nearly \$2.5M in private funding and connected 1,300 young people to professional internship opportunities

2012 Program Overview

- 252 participants completed the program with a 100% success rate
- 93 private, public and non-profit organizations hosted interns
- 28% of interns offered employment beyond the end of the program
- Eight round-trip tickets were awarded to visit colleges outside of New York City through the American Airlines College Tour Competition
- 50 interns awarded partial college scholarship.

NYC Ladders for Leaders

Corporate Relations



Recognition Events

Cultivation Events

- Forums / Breakfasts with Corporate Community

Youth Board / Youth Council

Outreach to Business & Professional Associations

- Chambers of Commerce
- Professional networking groups

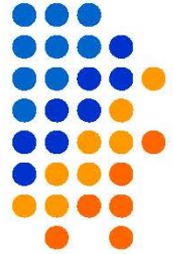
Staff Personal Networks

Alumni Network

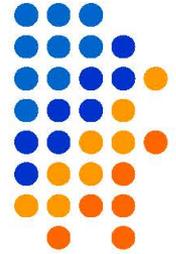
Employer Experience

- 99% rate working with NYC Ladders for Leaders interns as positive
- 99% committed to participate in the program again
- 91% said the NYC Ladders for Leaders resume pool met their company's internship needs
- 98% were able to integrate NYC Ladders for Leaders interns into the workplace without disruptions

NYC Ladders for Leaders 2012 Participating Organizations



- Accenture
- AHRC
- American Airlines
- American Cancer Society
- American Century Investments Foundation
- Avon Foundation
- Baby Buggy
- Bad Boy Entertainment Worldwide
- Berkeley College
- Bloomberg, LP
- British American Business Foundation
- Brooklyn Bridge Park Conservancy
- Brooklyn College
- Brooklyn Greenways
- Buddy Media
- Catalyst
- Catholic Medical Mission Board
- CBS Corporation
- Central Park Conservancy
- Children's Museum of Manhattan
- City of New York
- Continuum Health Partners
- CUNY College Now
- DDB
- Dow Jones & Company
- Empire State Building Observatory
- Ernst & Young LLP
- The Estée Lauder Companies,
- Ethical Culture Fieldston School
- Federal Reserve Bank of NY
- The Fresh Air Fund
- Friends of the Highline
- Gartner
- Geller & Company
- Girls, Inc. of NYC
- Gotham, Inc.
- Greater NY Chamber of Commerce
- Grey Global Affiliates
- Group M
- Hilton Hotels
- HUGE
- IBM
- IA Ventures
- IKEA
- JPMorgan Chase
- Kaplan, Inc.
- KPMG International LLP
- Laura Devine Attorneys LLC
- Lawyers for Children
- The Leona M. and Harry B. Helmsley Charitable Trust
- The Leukemia & Lymphoma Society
- Macy's
- Major League Soccer
- Manpower Inc.
- Millward Brown
- The Metropolitan Museum of Art
- Neuberger Berman
- New Video
- New World Foundation
- New-York Historical Society
- New York Community Bank
- New York Law School
- New York Municipal Credit Union
- New York State Department of Financial Services
- NL Financial Alliance
- Npower NY
- Ogilvy & Mather
- The One Club
- PJ Solomon
- Quest Magazine
- Shapeways
- State of New York Supreme Court
- Stillwell Partners
- Tai Ping Carpets
- Tishman Construction
- Tishman Speyer
- UBS
- Voxy
- Women's Venture Fund
- Young & Rubicam Brands
- Z NYC Hotel
- Ziff Legal Group



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Amy O'Halloran

Director of Youth Services

ABCD Inc.



Action for Boston Community Development Inc.



SummerWorks



The Model

- 6 week summer youth employment and development program for low income youth ages 14 – 21
- Youth work for 20 hours a week at local non-profits earning \$8 an hour
- Participants develop job readiness, as well as other life skills, such as financial literacy, conflict resolution, and workplace safety
- Participants receive valuable mentorship and guidance from their Youth Service Specialists and Worksite Supervisors
- Program is in its 48th year and an estimated 150,000+ residents of Boston credit SummerWorks with providing them their first job opportunity

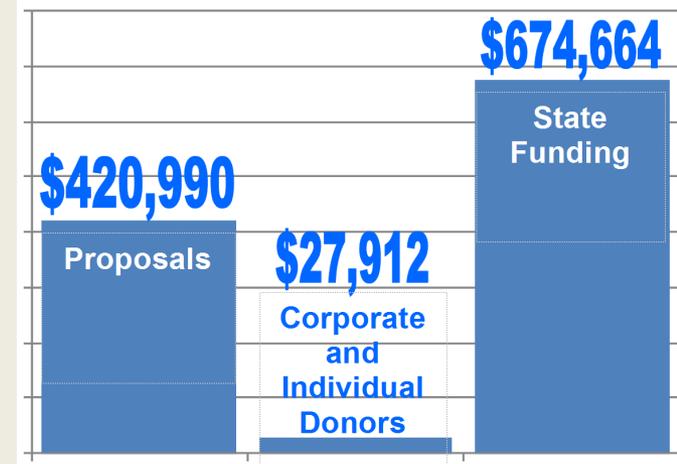


2012 at a Glance

- 6,205 applied
- 175 worksites
- 808 participants (*lotto process*)
- 73% single parent households
- 87% in school
- 20% TAFDC recipients
- > 20% homeless, court-involved, or in foster care
- \$607,738 earned in wages



2012 Program Funding



Program cost per youth = \$1500

Proposals

< Anti-Violence Youth Prevention Fund via State Street Foundation

Restrictions: Census tracts

State Funding

< YouthWorks via City of Boston

Restrictions: 200% of poverty; 20% of those served must be homeless, court involved, or in foster care



Previous Funders

- American Recovery and Reinvestment Act (ARRA) / Federal stimulus
- Community Service Block Grant (CSBG)
- Field of Dreams Fundraiser
- Workforce Investment Act (WIA)



How are funding sources obtained?

- Submitting proposals
- Identifying service gaps
- Providing opportunities for underserved
- Sharing data
- Telling the story



Who are some of our strategic partners?

- Boston Youth Service Network (BYSN)
- City of Boston: Jobs and Community Services
- Commonwealth Corps
- Community based organizations
- Elected officials
- Private Industry Council
- State Street Foundation
- Youth Violence Prevention Coalition (YVPC)



Questions and Comments

Amy O'Halloran , Director of Youth Services

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Susan Lowry

*Vice President, Development
Philadelphia Youth Network*



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Susan Lowry, Ph.D. is the Vice President of Development for the Philadelphia Youth Network. The Philadelphia Youth Network (PYN) is a non-profit intermediary organization that serves as a catalyst for collective action by developing and delivering models that change systems and improve educational and economic outcomes for youth. Their vision is that all of Philadelphia's young people will take their rightful places as full and contributing members of a global economy.

Over the course of her 20+ year career in the non-profit sector, Dr. Lowry has established herself as a dedicated volunteer and committed non-profit professional whose work has consistently focused on promoting social change and advocating for those who have been marginalized in society. In her current role as Vice President of Development for the PYN, she oversees the organization's fund development efforts, leading her team in developing strategies to secure revenue from a broad spectrum of funding sources in order to assure the organization's sustainability and the success of its long-term goals.

Leveraging Private/Public Partnerships and Funding to Improve Summer Youth Employment Opportunities – The Philadelphia Experience



**Philadelphia Youth
Network, Inc.**

Susan Lowry, Vice President of Development
slowry@pyninc.org

PYN: Who We Are

PYN is a non-profit, youth workforce-development intermediary dedicated to improving the educational and economic outcomes of Philadelphia's young people.

Our work encompasses five functional areas:

- Leveraging public and private investments
- Convening cross-sector partnerships
- Designing, overseeing, and replicating effective program models
- Managing a citywide service-delivery system
- Building the capacity of youth-serving providers



PYN Initiatives



Project U-Turn: a campaign to draw attention to and address the drop-out crisis

WorkReady Philadelphia: a cross-sector, youth workforce-development partnership

WorkReady Summer

- One component of a larger system of year-round workforce programming that includes nine program models
- “More than summer jobs program” that encompasses three program models: service learning; work experience; and internships
- Designed as six-week, 120-hour experiences for youth aged 14-21, especially low-income youth



WorkReady Summer

- Designed to provide critical work exposure and career preparation while also challenging youth to understand the correlations between work experience, education, and the potential for college and career success
- Requires completion of a work-based project or portfolio
- Offers participants a pathway for potential credit attainment within the School District of Philadelphia

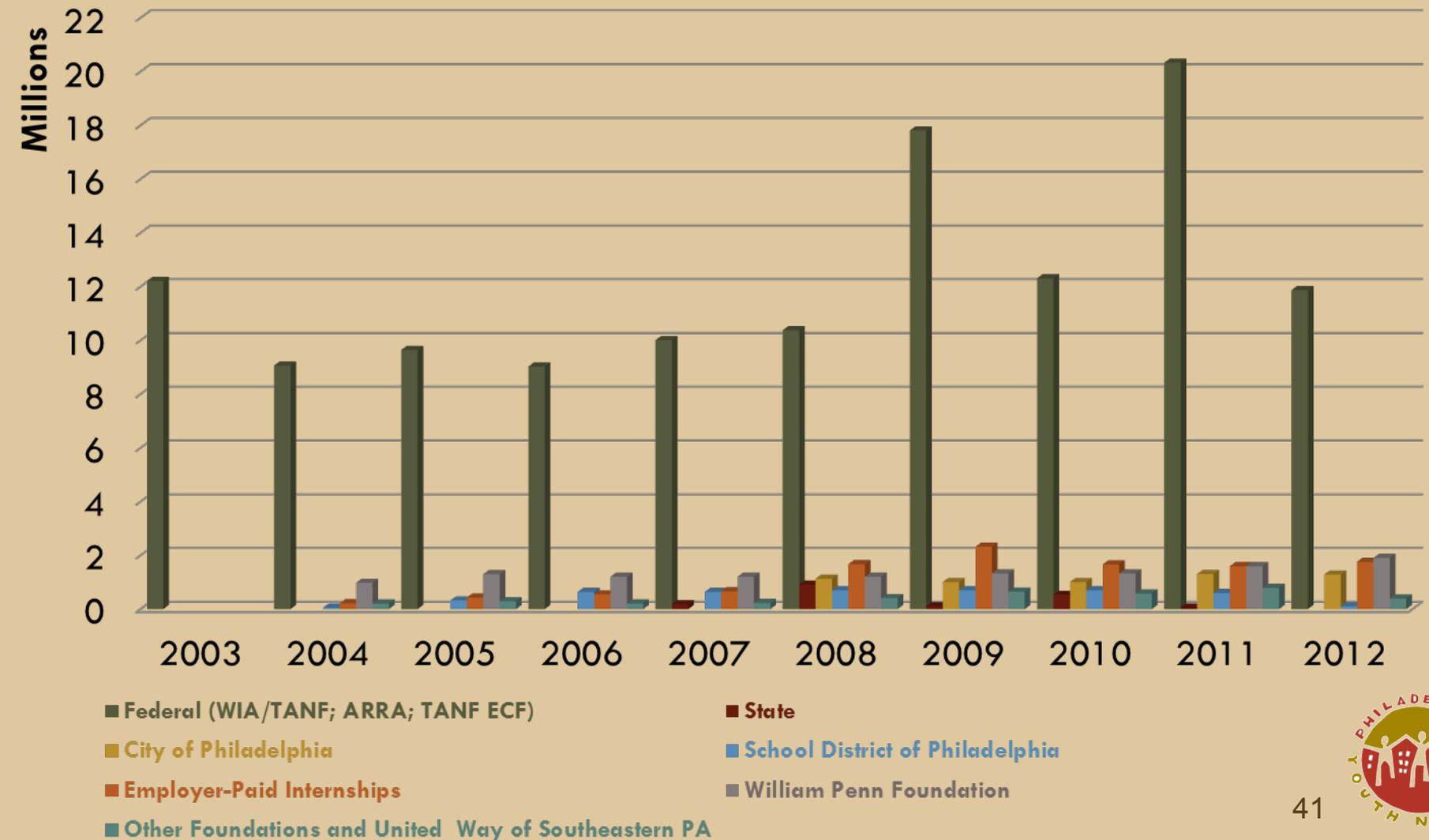
WorkReady Summer



All three program models are united in their focus on the development of four sets of 21st Century skills deemed to be essential to preparing youth for post-secondary success in a knowledge-based, global economy:

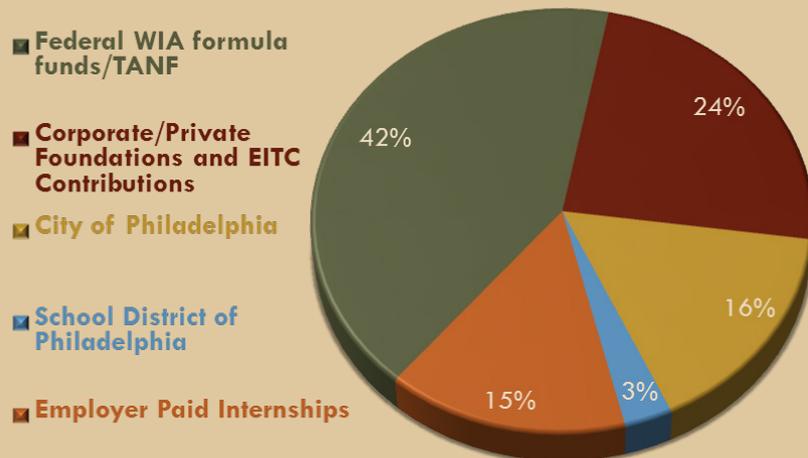
1. flexibility/adaptability
2. self-direction/initiative
3. productivity/accountability
4. teamwork/collaboration

WorkReady Funding 2003-2012



Funding WorkReady Summer 2012

Nearly \$10M leveraged from multiple investors across diverse sectors providing for over 5,618 youth opportunities for summer 2012.



Successful Strategies



1. Systematic approach
2. PYN as a neutral intermediary
3. Building partnerships and having champions
 - Mayor's Office
 - Employer Recruitment Partners
 - William Penn Foundation
4. Reputation of programs
5. EPI as a specific funding model



Challenges and Constraints

- Intermediary role
- High percentage of public funding
- Summer programs are not focused on academics or mitigating summer learning loss
- Lack of comparative or longitudinal data with respect to youth outcomes
- Sustainability and scale

Plans for the Future

Three-year, fund-development campaign to create 15,000 youth opportunities annually by 2015



Contact Information

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Want to learn more about this topic?

Below are links to several useful resources that appear on the [Welfare Peer TA Web site](#) and [Self-Sufficiency Research Clearinghouse](#) about subsidized employment and related strategies for increasing employment opportunities for TANF participants and other low-income individuals:

- [Opportunity Road: The Promise and Challenge of America's Forgotten Youth, January 2012](#)
- [Beyond a Summer Work Experience: The Recovery Act 2009 Post-Summer Youth Employment Initiative, June 2011](#)
- [Using TANF Funds to Support Subsidized Youth Employment: The 2010 Summer Youth Employment Initiative](#)
- [Financing and sustaining summer youth employment programs.](#)
- [Using TANF funds to support subsidized youth employment: The 2010 summer youth employment initiative.](#)
- [Reinvesting in America's youth: Lessons from the 2009 Recovery Act summer youth initiative.](#)
- [Innovative programs and promising practices: Indian and Native American summer youth employment initiatives and the 2009 Recovery Act.](#)
- [Innovating under pressure: The story of the 2009 Recovery Act summer youth employment initiative: Chicago, Detroit, Indianapolis & Marion County, Phoenix & Maricopa County.](#)



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Other Resources:

- **State CSBG Administrators**

http://www.communityactionpartnership.com/index.php?option=com_content&task=view&id=24&Itemid=53

- **Regional and State Community Action Associations**

http://www.communityactionpartnership.com/index.php?option=com_content&task=view&id=23&Itemid=165

- **Workforce Boards**

http://www.workforceinvestmentworks.com/workforce_board_finder.asp

<http://www.nawb.org/default.asp>

- **Grants.gov**

<http://www.grants.gov>

- **Guidestar**

<http://www.guidestar.org/>

- **The Foundation Center**

<http://foundationcenter.org/>



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Questions?



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Thank You For Attending!