

# 5<sup>TH</sup> ANNUAL OPPORTUNITY YOUTH NETWORK SUMMIT



Co-Conveners:



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The  
ROCKEFELLER  
FOUNDATION





# SURPRISE LUNCHTIME KEYNOTE SPEAKER!

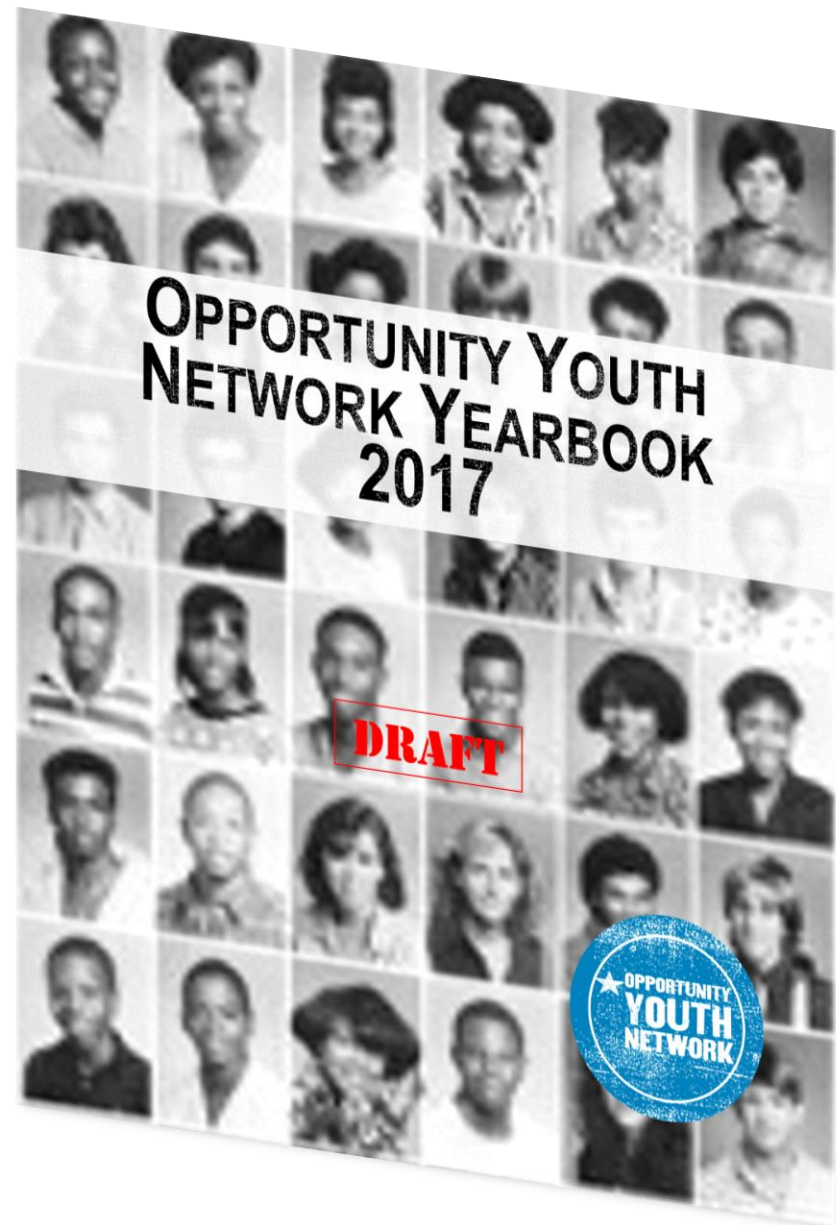




# SURPRISE LUNCHTIME KEYNOTE SPEAKER!

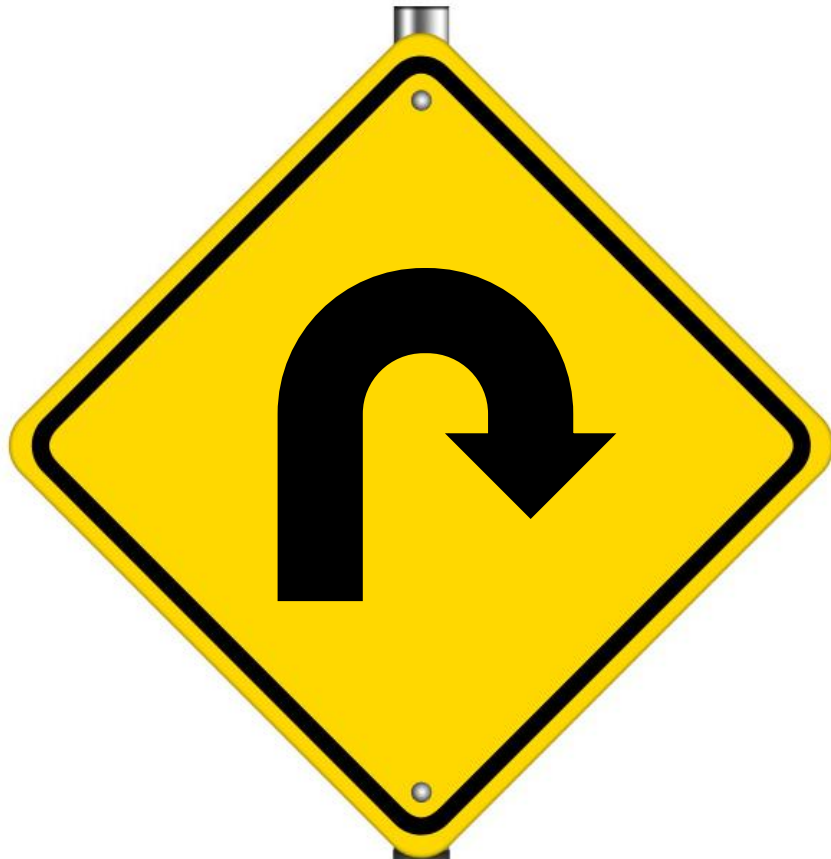


- Annual accomplishments
- Plans for the upcoming year
- Schedule of events





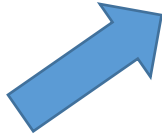




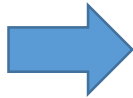
**Observers**



**Participants**



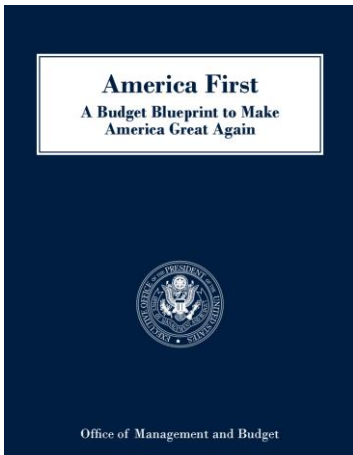
Saves AmeriCorps!



Increases Funding!



Eliminates SIF





# ***Reconnecting Youth Campaign:*** **Unleashing Limitless Potential**

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A national campaign calling on Congress to invest in America's future by funding 1 million bridges to meaningful education, training, service and employment opportunities each year for 16- to 24-year-olds who are not in school or work.

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# **Reconnecting Youth Campaign**

## **Unleashing Limitless Potential**

# WORKING SESSIONS

- How might we as a field increase political will and funding for Opportunity Youth through powerful citizen action?
- How might we as a field develop a shared plan for commissioning, and then using, communications research on the best way to frame messages about opportunity youth?
- How might we as a field ensure the *Reconnecting Youth Campaign: Unleashing Limitless Potential* is effective?

# WORKING SESSIONS (CONTINUED)

- How might we as a field create more intentional service year experiences to help young people who have the least amount of access to opportunities find a pathway to a productive career?
- How might we as a field craft strategies for supporting, organizing and building partnerships between national employers interested in hiring youth (who have offices across the country) and non-profit providers that can train and support opportunity youth to succeed in the workforce (who often have only a local presence)?
- How might we as a field develop a shared, authoritative approach to calculating the return on investment (ROI) for reconnecting opportunity youth to school, jobs and service?
- How might we as a field integrate youth leadership development principles into our collective programming and build a pipeline of youth leaders into all sectors (business, government, philanthropy and nonprofits)?
- How might we as a field identify and advance routes to get to scale?



# Opportunity Youth Network Summit

## November 2017

Kristen Lewis, Co-Director



# About Measure of America



- Provide easy-to-understand yet methodologically sound tools for understanding well-being and opportunity.
- Create metrics to assess how **people** are doing. A fundamental indicator of societal progress and well-being is how young people are faring in their transition to adulthood.

# Youth Disconnection: Definition

- Disconnected youth, or opportunity youth, are people between the ages of 16 and 24 who are neither in school nor working.
- Young people in this age range who are working, are in school full- or part-time, or are in the military are “connected.”
- Some groups modify this definition, or use different data sources, and get different numbers as a result.



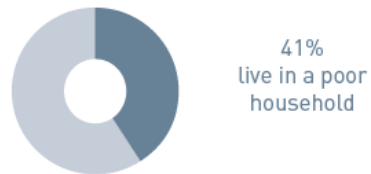
# Who Are America's Disconnected Youth?

## Disconnected Youth

4,881,500  
young adults ages 16 to 24



### POVERTY



### EDUCATION



### YOUNG MOTHERHOOD



### DISABILITY



## Connected Youth

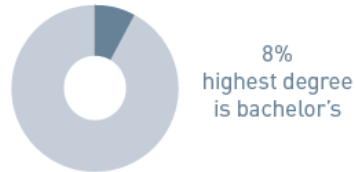
34,826,700  
young adults ages 16 to 24



### POVERTY



### EDUCATION



### YOUNG MOTHERHOOD

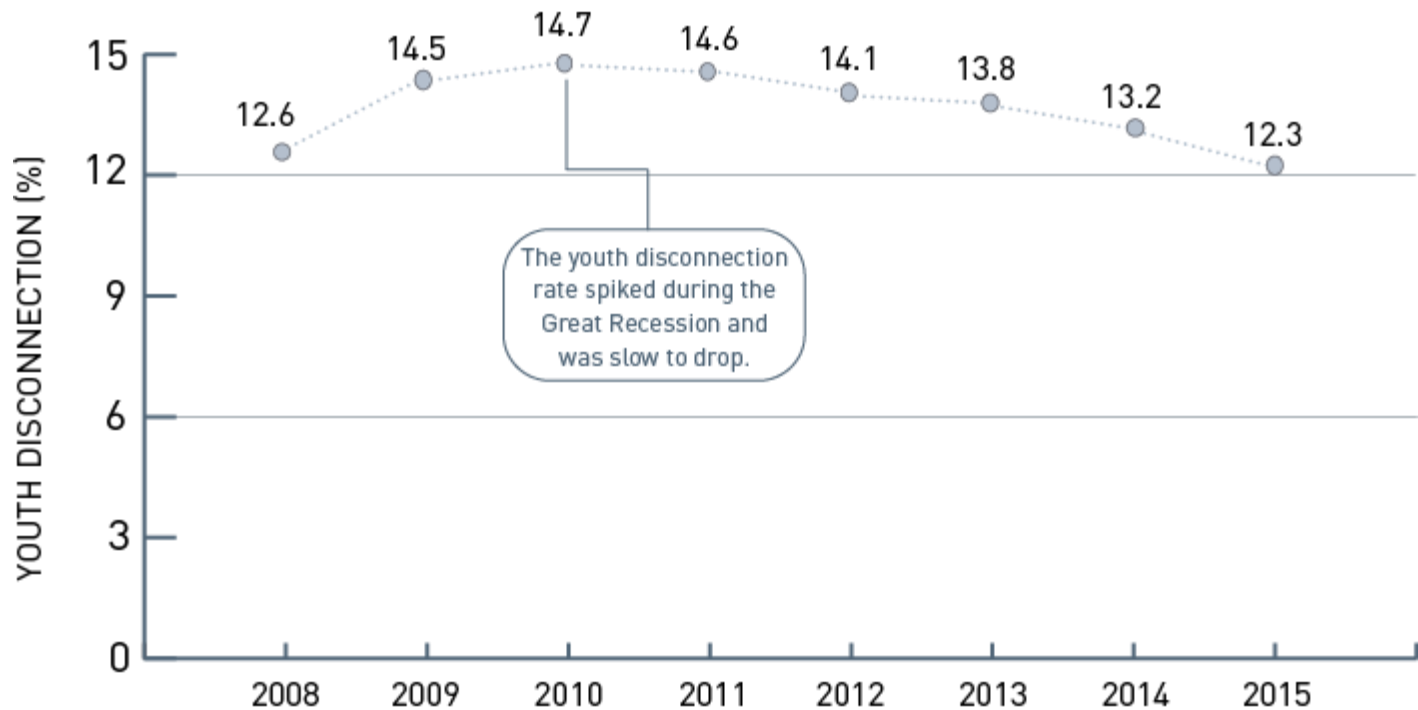


### DISABILITY



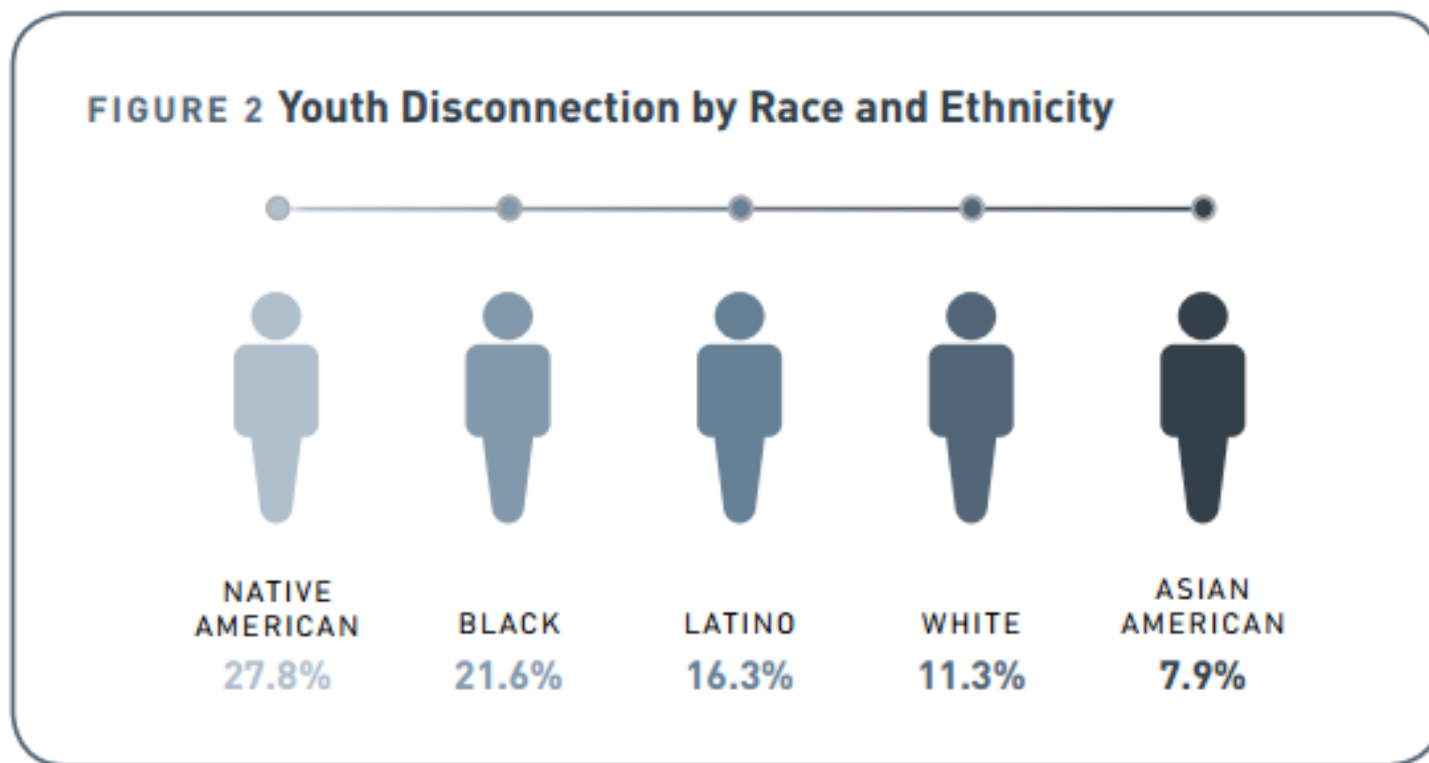


# Youth Disconnection Continues to Fall from 2010 Peak

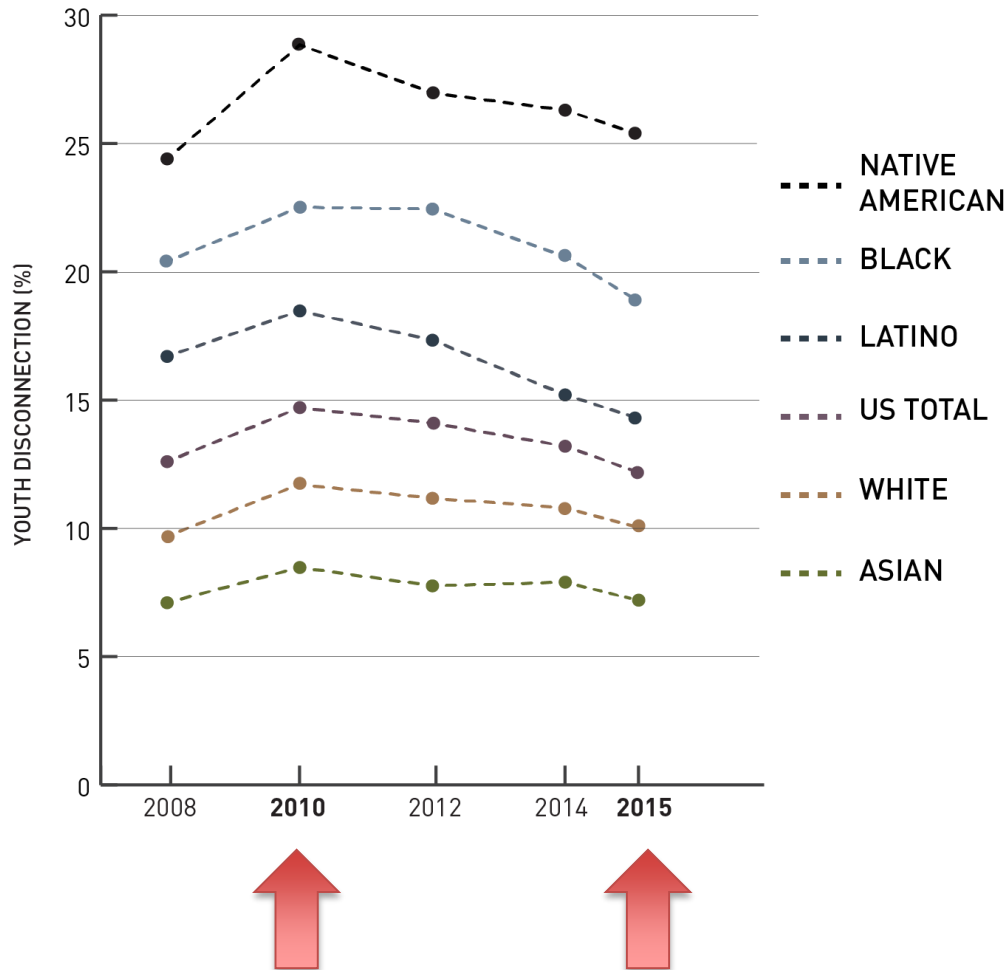


- 2015 rate is now lower than before the Great Recession
- There has been a 16% drop—or **900,000** fewer young people—in the rate of youth disconnection over the last five years!

# Youth Disconnection by Race and Ethnicity

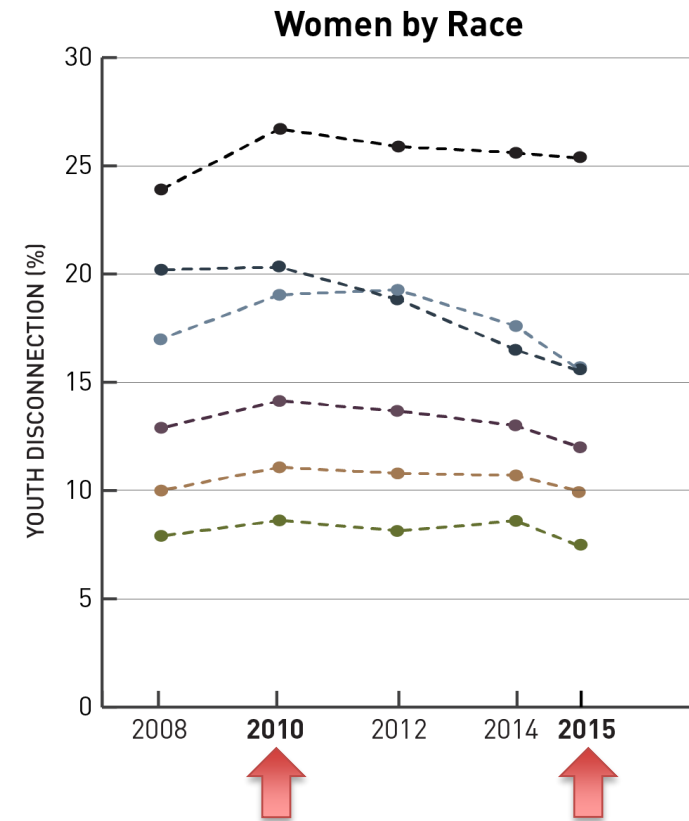
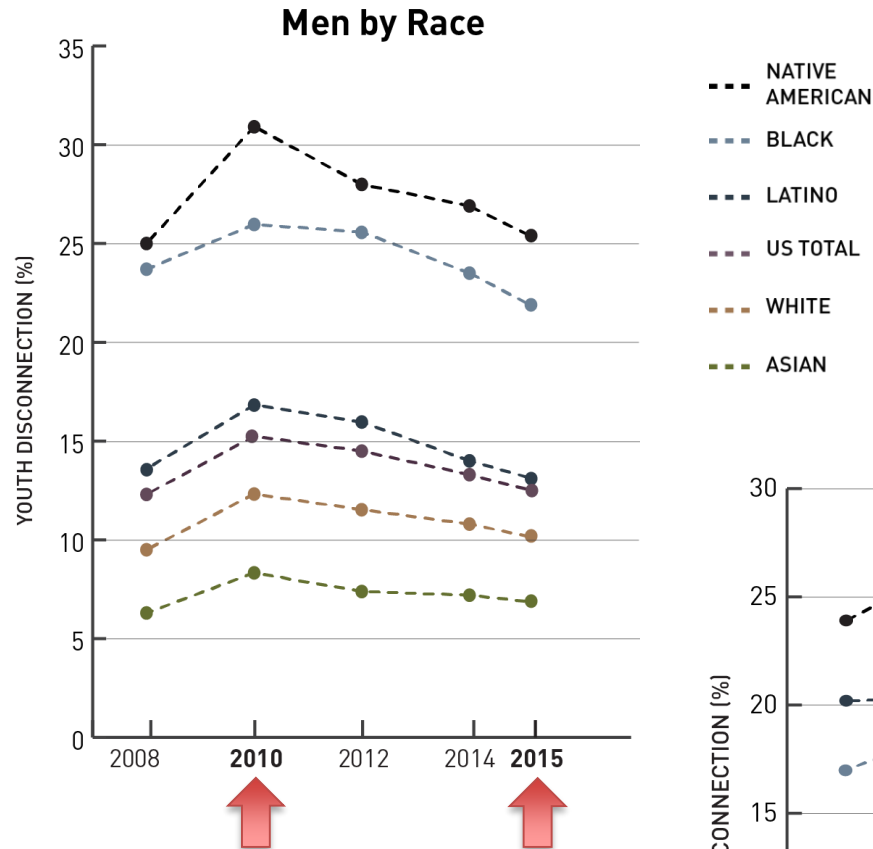


# Race and Ethnicity Trend 2010-2015



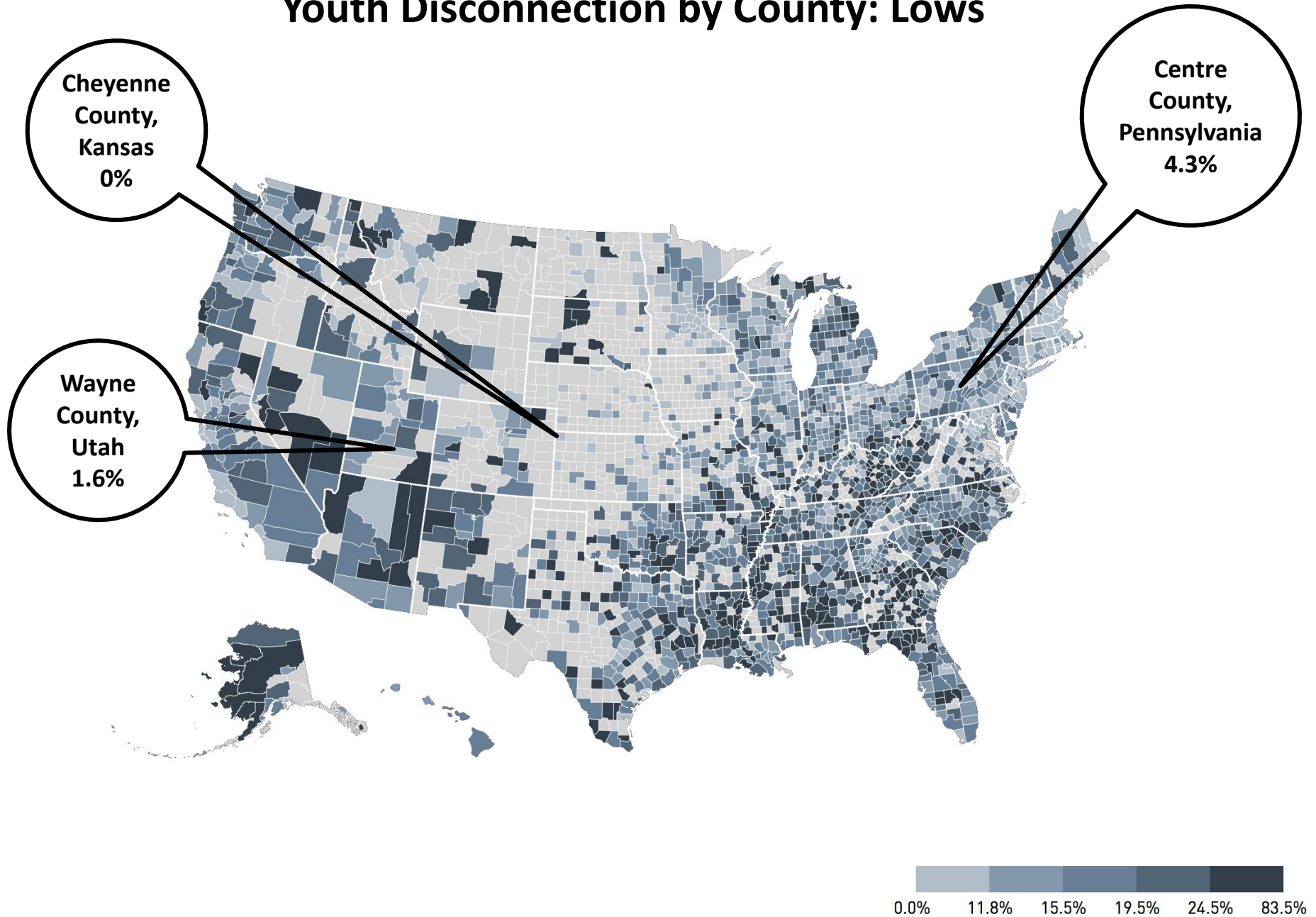
# Youth Disconnection by Gender and Race and Ethnicity

- Latinas** are the only major group more likely than their brothers to be disconnected (15.6 percent vs. 13.1 percent), and **black** young women are much less likely than their male counterparts to be disconnected (15.7 percent vs. 21.9 percent).
- Among **whites, Asians, and Native Americans**, the male and female disconnection rates are the same or quite similar.

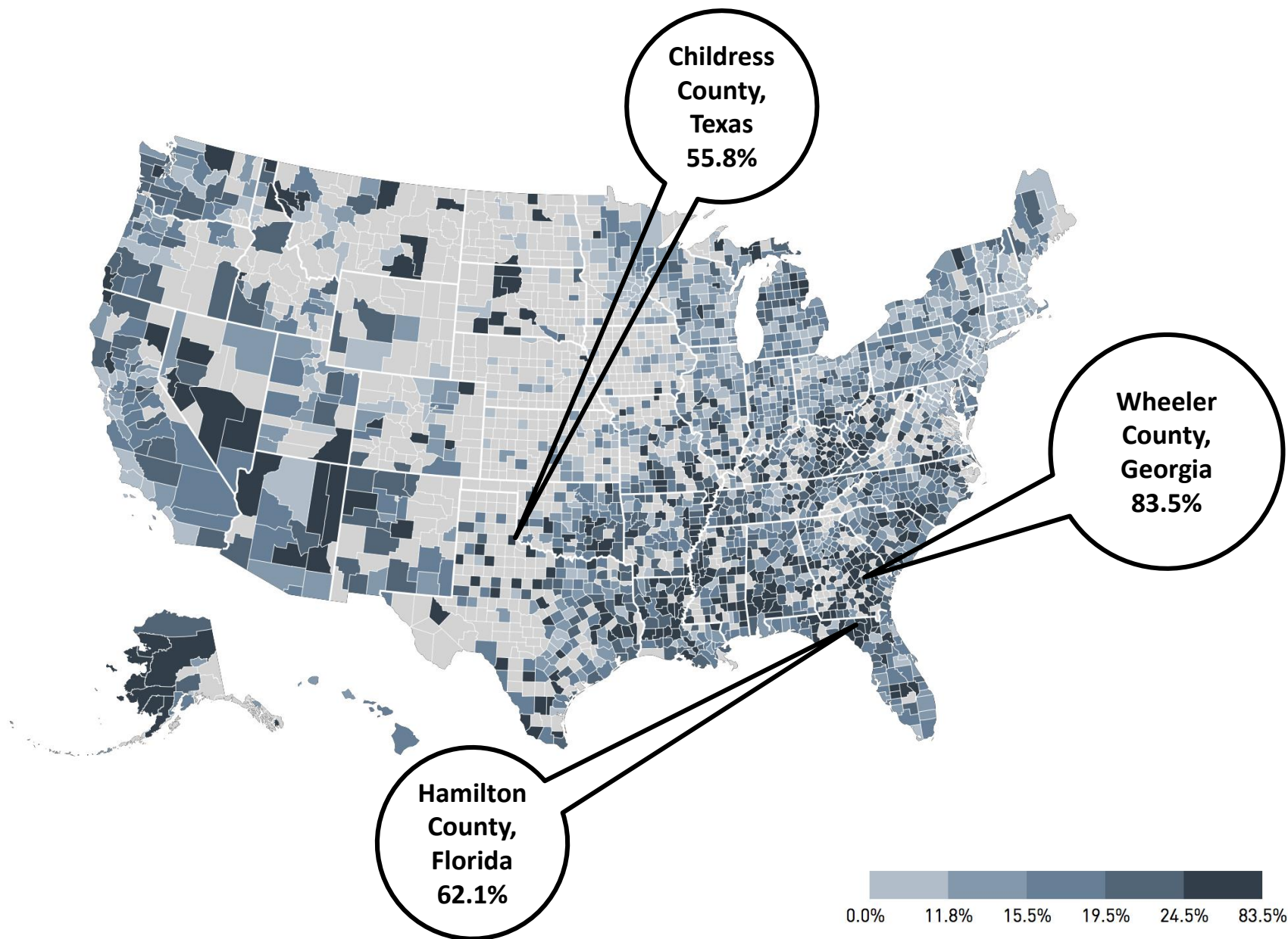




# Youth Disconnection by County: Lows






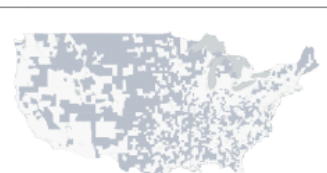


# Youth Disconnection by County: Highs

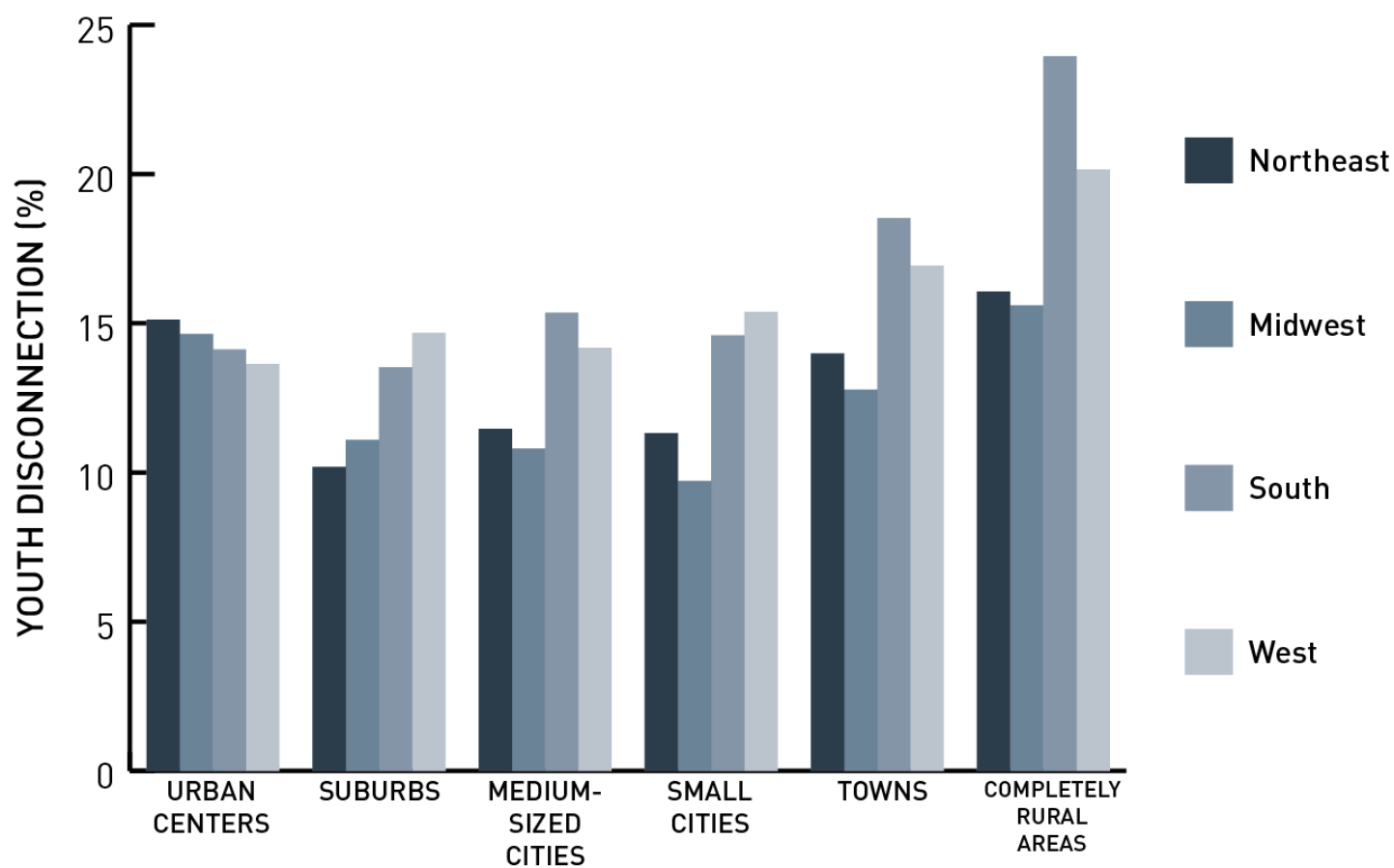


# Urban, Suburban, and Rural Youth Disconnection

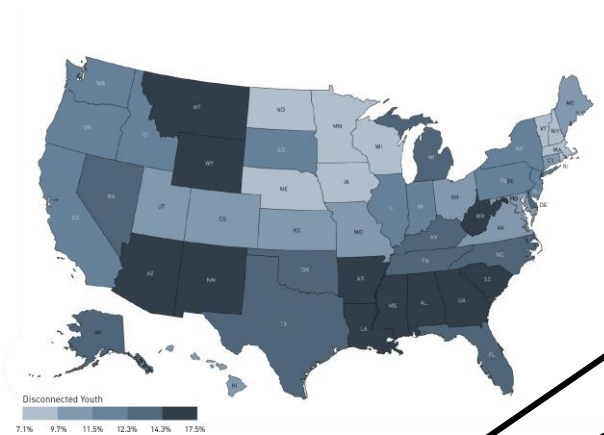
Rural counties as a whole are faring considerably worse than more populous counties in terms of youth disconnection

TYPE OF COUNTY		DEFINITION
<b>URBAN CENTERS</b>		Counties within metro areas with populations 1,000,000 or more
30.5% OF U.S. POPULATION 14.2 % OF U.S. COUNTIES		
<b>SUBURBS</b>		Counties within metro areas with populations 1,000,000 or more that are not urban centers
24.7% OF U.S. POPULATION 12.3% OF U.S. COUNTIES		
<b>MEDIUM-SIZED CITIES</b>		Counties within metro areas with populations between 250,000 and 999,999
20.9% OF U.S. POPULATION 13.7% OF U.S. COUNTIES		
<b>SMALL CITIES</b>		Counties within metro areas with populations between 50,000 and 249,999
9.2% OF U.S. POPULATION 12.9% OF U.S. COUNTIES		
<b>TOWNS</b>		Counties containing cities with populations between 10,000 and 49,999
8.7% OF U.S. POPULATION 15.9% OF U.S. COUNTIES		
<b>COMPLETELY RURAL AREAS</b>		Counties with no cities larger than 10,000
6.1% OF U.S. POPULATION 20.3% OF U.S. COUNTIES		

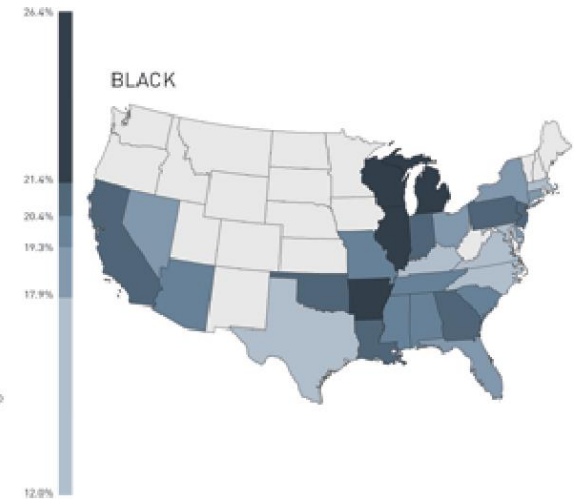
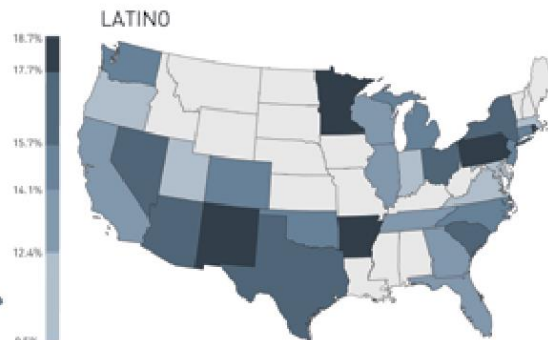
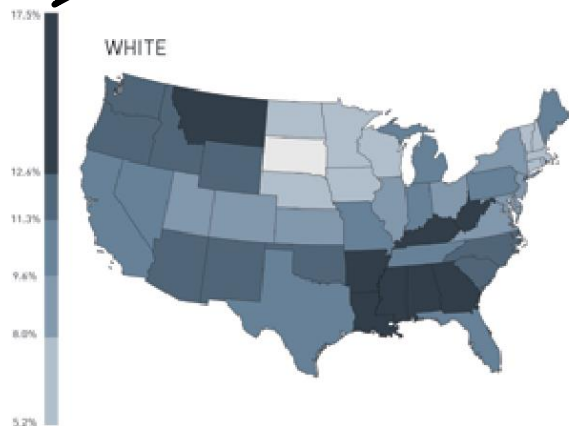
## Urban, Suburban, and Rural Youth Disconnection cont'd



# Racial and Ethnic Groups Fare Differently by State



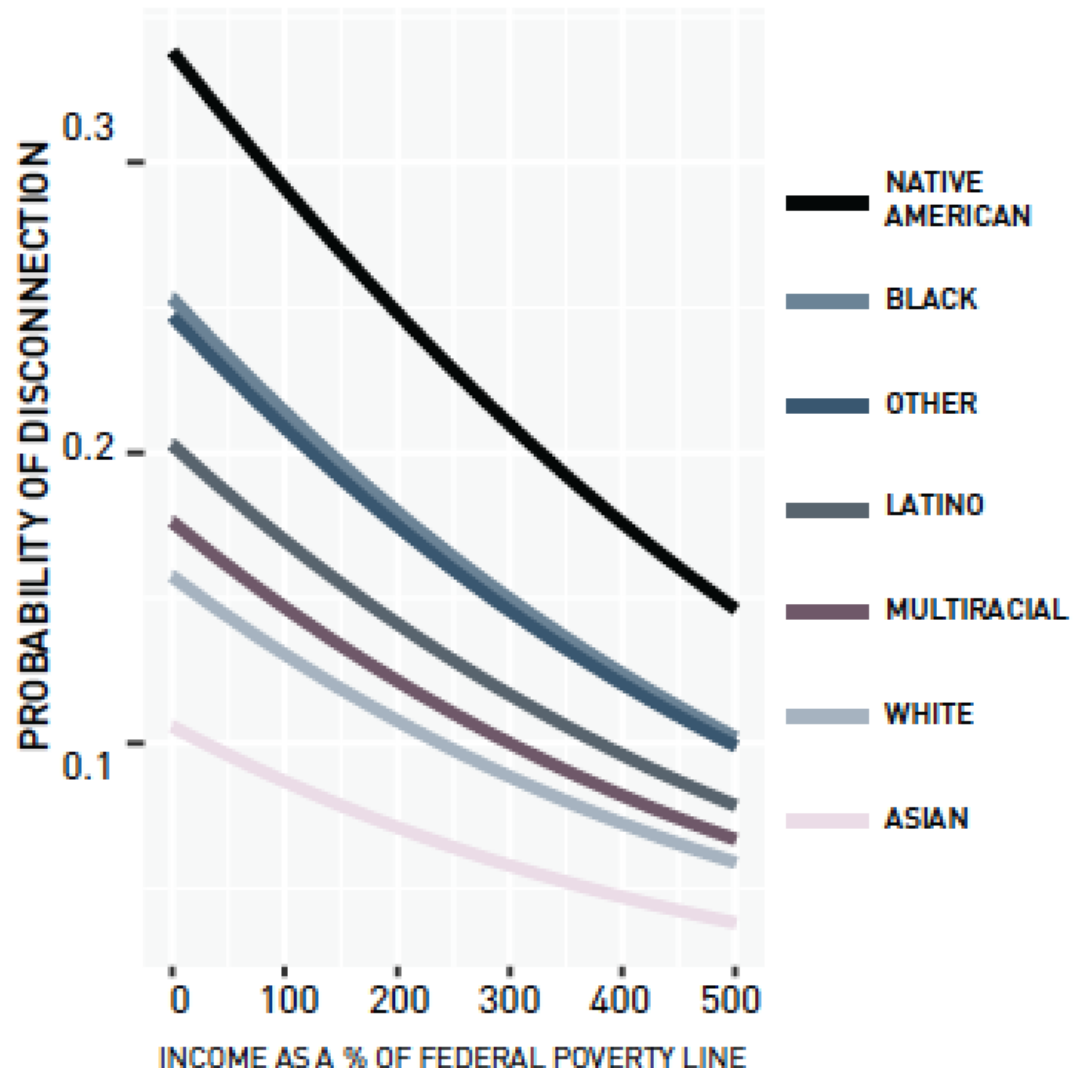
Highest rate for whites is lower than **average** black disconnection rate.





# Poverty Increases Disconnection Risk— Race Intensifies That Risk

- **Higher-income Native American** youth are as likely to be disconnected as **poor white** youth.
- **Higher-income black** youth are as likely to be disconnected as **poor Asian** youth.

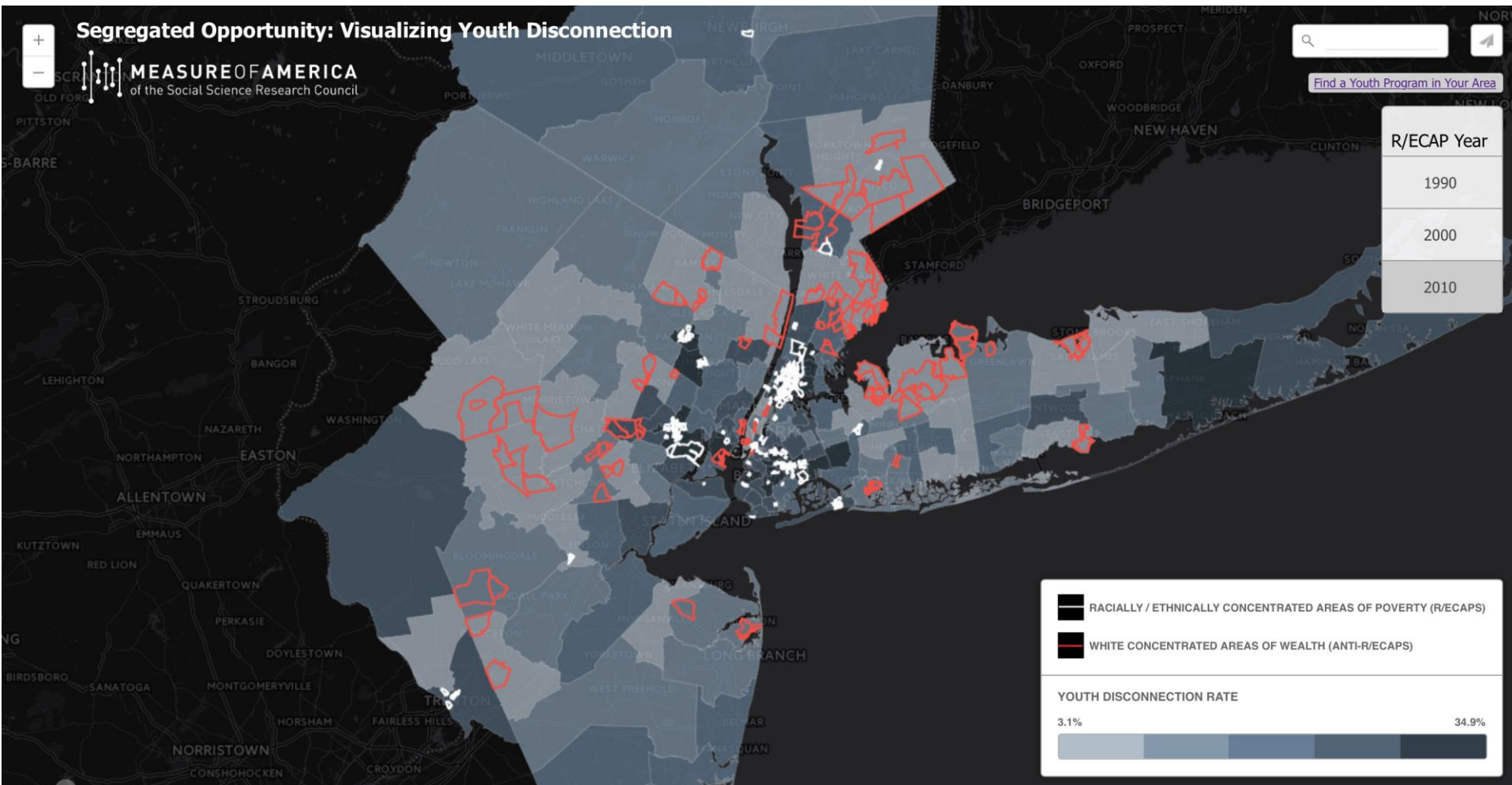


# RACE & SEGREGATION

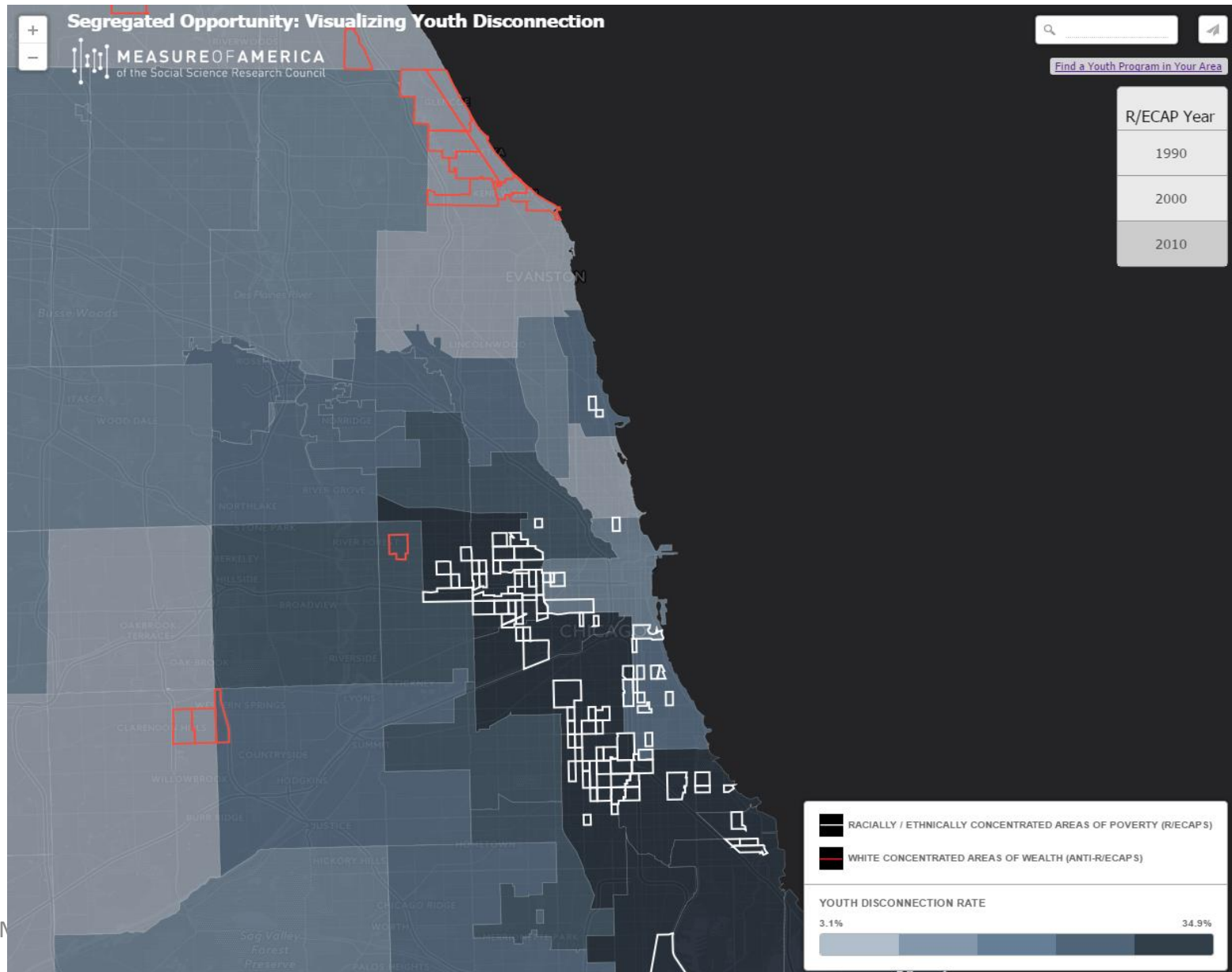


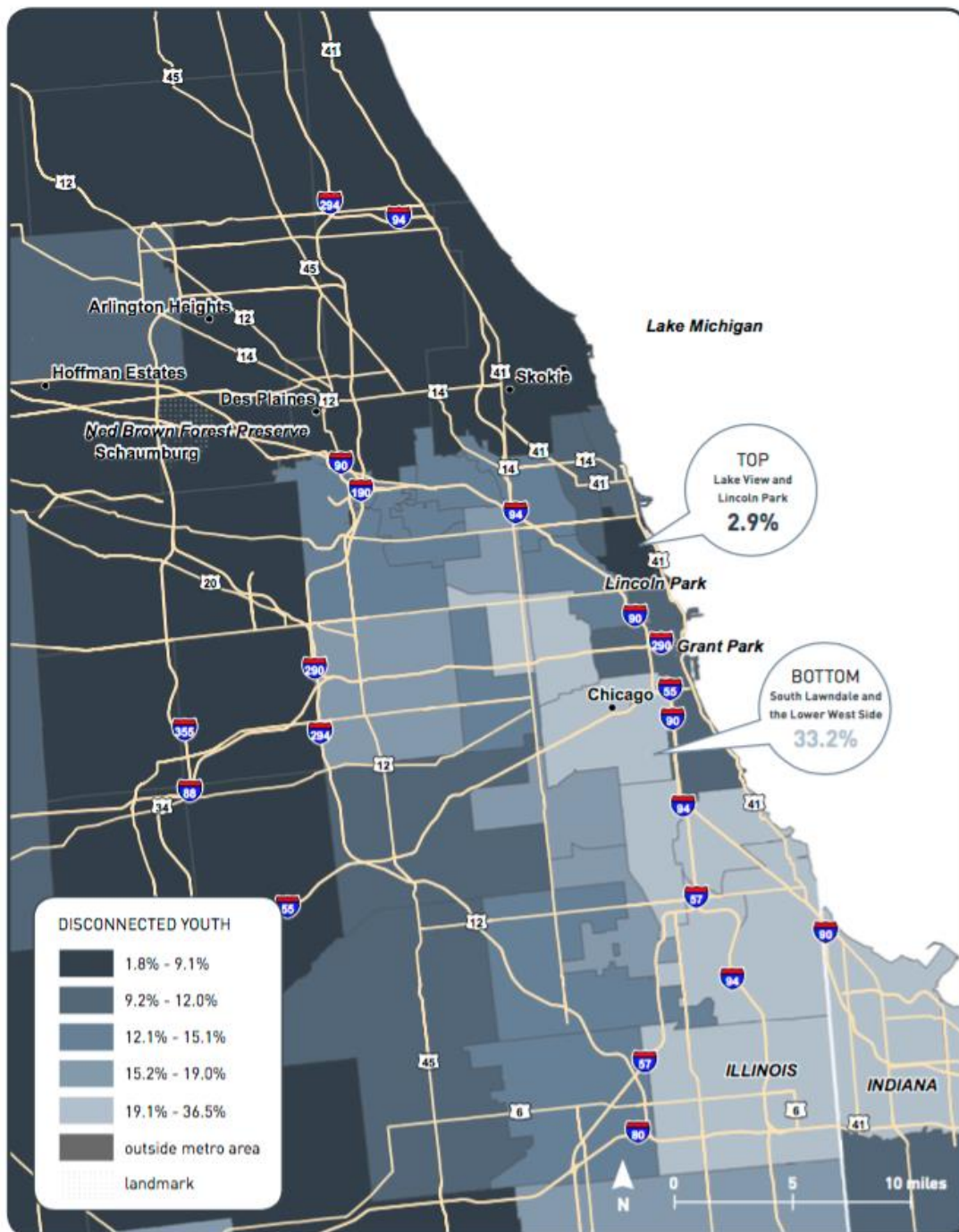
- Black people tend to live in neighborhoods that are more racially segregated than either Asian Americans or Latinos.
- We found that the **more segregated blacks and whites are from one another** within a metro area, the lower the likelihood of youth disconnection is among whites, but the higher the likelihood is among blacks.

# HUD Data Show Low Disconnection in Affluent White Areas, High Disconnection in Low-Income Black & Brown Areas



# Youth Disconnection and Segregation in Chicago





## Most Connected Neighborhood Clusters

NEIGHBORHOOD	RATE OF YOUTH DISCONNECTION [%]
Lake View and Lincoln Park, Chicago, IL	2.9
Deerfield, Highland Park, Lake Forest and North Chicago, Lake County, IL	5.0
Forest Glen, North Park, Albany Park and Irving Park, Chicago, IL	5.2

## Least Connected Neighborhood Clusters

NEIGHBORHOOD	RATE OF YOUTH DISCONNECTION [%]
West Englewood, Englewood, Auburn Gresham and Washington Heights, Chicago, IL	30.4
Humboldt Park, Garfield Park, and North Lawndale, Chicago, IL	30.8
South Lawndale and the Lower West Side, Chicago, IL	33.2

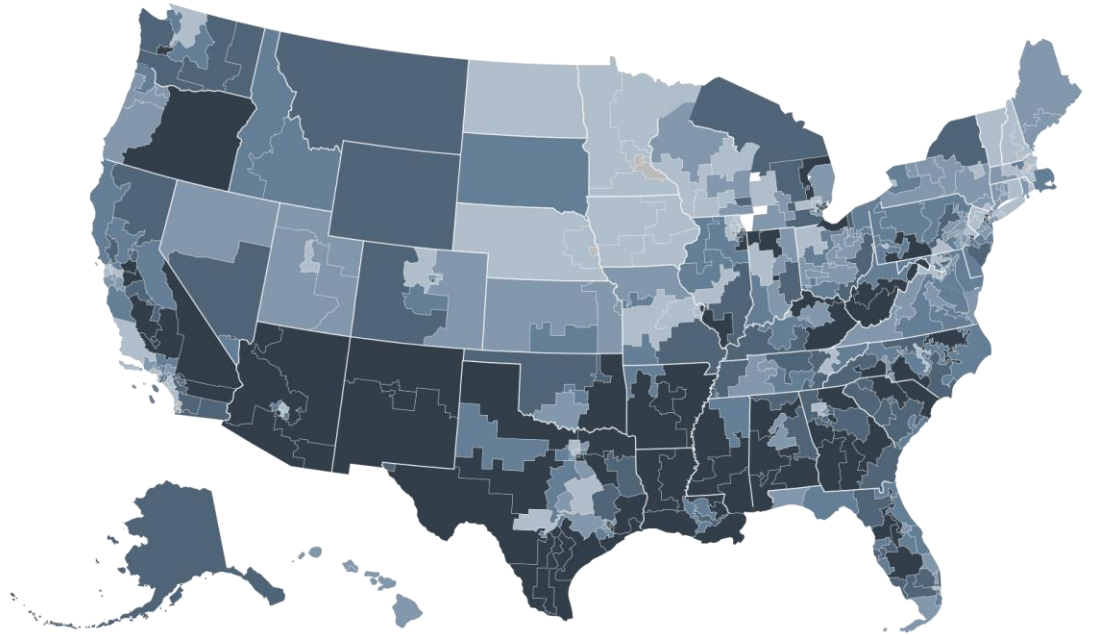


# GET THE DATA!

Data by:

- Metropolitan Area
  - Racial/Ethnic disaggregations where available
- Congressional District
- State and County

**Youth Disconnection by Congressional District**



<http://www.measureofamerica.org/DY2017/>

<http://www.measureofamerica.org/SegregatedOpportunity/>





**MEASURE OF AMERICA**

of the Social Science Research Council

**Thank You!**

**[www.measureofamerica.org](http://www.measureofamerica.org)**

**Gail Gershon**, Executive Director, Community Leadership, Gap Inc. (Moderator)

- Government: **Kisha Bird**, CLASP
- Corporations: **Nicole Trimble**, FSG Impact Hiring Initiative
- Youth Leadership: **Shawnice Jackson**, Opportunity Youth United/National Youth Alliance
- Philanthropy: **Stephanie Krauss**, Jobs for the Future and Youth Transition Funders Group
- Place-based Initiatives: **Monique Miles**, Aspen Forum for Community Solutions

# GOVERNMENT: KISHA BIRD

## CLASP/CAMPAIGN FOR YOUTH

1. Grave threats to civil/human rights (e.g. DACA, Immigration Enforcement, DOJ roll backs) federal spending on opportunity youth, core programs (e.g. ACA). Some threats staved off by focused advocacy; other threats need more collective advocacy.
  2. Youth employment and Opportunity Youth-focused legislation and developing congressional champions.
  3. Education and information needed from the field about what's working and challenges, in particular with WIOA implementation, for congressional and federal agency staff.
- Reconnecting Youth Campaign's intergenerational and diversity (in terms of race/ethnicity, and gender).

# BUSINESS: NICOLE TRIMBLE

## FSG IMPACT HIRING INITIATIVE

1. Momentum is building.
  2. The demand side is seeking more technical support to change their employment systems in addition to partnerships.
  3. Workforce is being viewed as the next wave of Shared Value/Corporate Responsibility.
- More examples of the business case are needed to “jump the chasm.”

# YOUTH LEADERSHIP: SHAWNICE JACKSON

## OPPORTUNITY YOUTH UNITED

- 1. Leveraging Our Voice:** Increased youth voice and authentic leadership opportunities across sectors
  - 2. Leveraging Our Platform:** OYU expansion and growth
  - 3. Leveraging our Passions:** Increased youth engagement in the political context, across the US, on a variety of issues
- Increase recruitment, development, and mobilization of national leaders

# PHILANTHROPY: STEPHANIE KRAUSS

## YOUTH TRANSITION FUNDERS GROUP


1. The least sexy becomes the most important.
  2. The givers go beyond giving.
  3. The pendulum swings from supply to demand.
- Stay committed to what works



# PLACE-BASED: MONIQUE MILES

## ASPEN FORUM FOR COMMUNITY SOLUTIONS

1. **Scale:** Across communities sites are using strategic and creative efforts – rooted in equity and justice – to build on foundational investments to scale effective approaches
2. **Sustainability:** Places are implementing long-term strategies to deepen the infrastructure, capacity, scope and impact of their efforts over the next several years
3. **Policy & Advocacy:** Places are achieving significant administrative and legislative wins that are key to getting to better outcomes for opportunity youth

 Deepen commitment to youth organizing and youth led change as a key lever to **recruit many more champions outside** of our respective sectors as a means to grow and sustain the movement

## PAIR & SHARE

- Introduce yourself to the person sitting next to you.
- Discuss: **What was the most interesting thing you heard across the morning presentations? What resonated with you and why?**
- Snap a picture with your partner and post it on twitter using #OpportunityWeek.

# ROUND 1 WORKING SESSIONS

- How might we as a field develop a shared plan for commissioning, and then using, communications research on the best way to frame messages about opportunity youth? ([Washington Ballroom](#))
- How might we as a field ensure the *Reconnecting Youth Campaign: Unleashing Limitless Potential* is effective? ([Scott Room](#))
- How might we as a field create more intentional service year experiences to help young people who have the least amount of access to opportunities find a pathway to a productive career? ([Logan Room](#))
- How might we as a field craft strategies for supporting, organizing and building partnerships between national employers interested in hiring youth (who have offices across the country) and non-profit providers that can train and support opportunity youth to succeed in the workforce (who often have only a local presence)? ([Dupont Room](#))

# MAKE ME SMART: BRIEFINGS BY YOUTH ORGANIZERS AND ADULT ALLIES

- Boys and Men of Color
- Disabilities
- Social Media
- Homelessness
- LGBTQIA+
- Immigration
- Native American Youth
- Women and Girls of Color
- Youth Justice

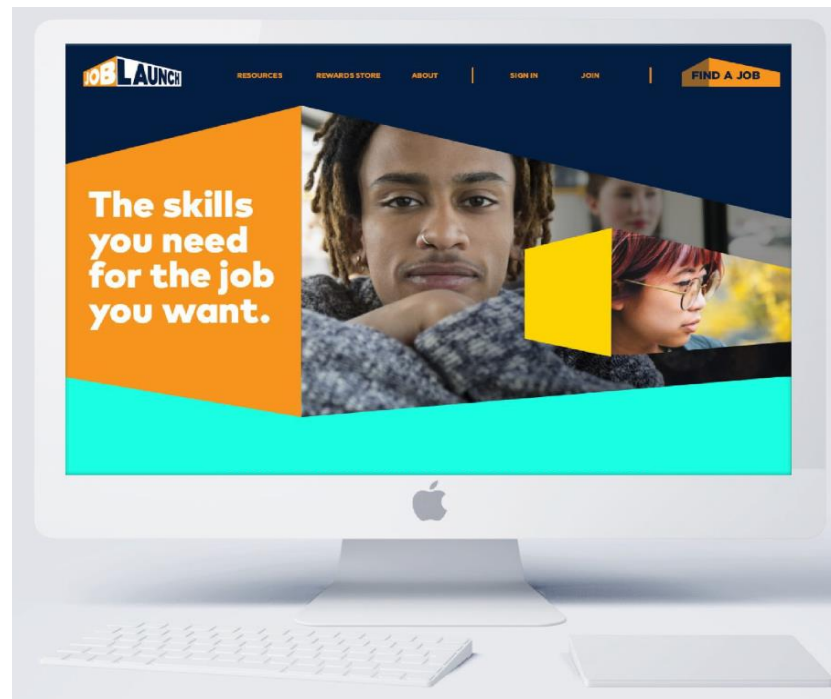


# **JOB LAUNCH: A DIGITAL PLATFORM FOR CONNECTING YOUTH AND EMPLOYERS**

#OpportunityWeek



# DIGITAL PLATFORM FOR HIRING OPPORTUNITY YOUTH





**Use technology to help disconnected young people find jobs while also helping employers find talented employees.**

# OVERVIEW

**100,000  
hires**



**1,000,000  
hires**

**Local job  
fairs**



**Digital  
platform**

**Designed  
with OY in  
mind**



**Designed  
with OY in  
mind**

## PLATFORM PARTNERS

We have assembled a best in class team that know how to engage millennials and opportunity youth and are trusted by employers.



**Translation** - innovators in marketing and branding - will develop the brand, messaging strategy and creative concepts



**Career Builder** - deep relations with companies and strong **data capability** - will link to jobs and capture impact



**Get Schooled** - experts in engaging and supporting youth through technology - build the digital community, gamification



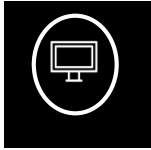
**ASU** - experts in online learning – will build in online training, coaching, and supports

Key Criteria	OY Digital Platform	Other Digital Platforms	Friends/ Family
FEELS LIKE "IT'S MADE FOR ME"	✓	X	✓
TOOLS THAT MAKE MY JOB SEARCH EASIER	✓	X	✓
FIND A JOB QUICKLY	?	?	✓
FIND ANSWERS TO QUESTIONS ABOUT JOB APPLICATIONS	✓	X	✓

# EMPLOYER VALUE PROPOSITION

Key Criteria	OY Digital Platform	Other Digital Platforms	Candidate Driven
ACCESS TO MOTIVATED, ENERGETIC YOUNG PEOPLE	✓	✓	X
ABILITY TO TELL COMPANY STORY	✓	X	✓
DATA INSIGHTS TO UNDERSTAND EFFECTIVENESS OF RECRUITMENT TOOLS	✓	?	✓
COST EFFECTIVENESS OF RECRUITMENT CHANNEL	✓	✓	✓

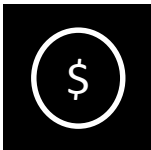
# DIFFERENTIATION: UNIQUE ACTIVITIES



**Campaign/ marketing:** Digital campaign aimed specifically at Opportunity Youth



**Digital Platform / App:** Gamified platform incentivizing content completion to prepare for job success



**Digital Job Listings:** Tailored entry-level job listings. Descriptions written with Opportunity Youth in mind. Guided search.



**Training:** Getting your paperwork in order, mock interview prep (w/coach)



**Coaching & Mentoring:** Q&A on job opportunities, advice on interviews, support on the job





# CONCEPT

**A sneak peak at what we are developing**

<https://hyfn.invisionapp.com/share/36D9ZYDDE#/screens>

# BETA TESTING

## PARTICIPATING COMPANIES



## BETA PHASE CITIES

Atlanta

Chicago

Dallas

Seattle

## TESTING

Website Functionality

Marketing Strategy

Value to users

Content/Gamification

Young people hired

Young people retained

Cost-effectiveness

# TIMELINE

**PLANNING & BUILDING PHASE**

**LAUNCH PILOT**

**END PILOT,  
ASSESS, NEXT  
STEPS**

Summer/Fall 2017

January 2017

May 2018

## LOOKING AHEAD

### **HOW ELSE CAN WE CONTINUE TO IMPROVE THE EXPERIENCE FOR YOUTH AND THEIR ADVOCATES?**

Should we prioritize Opportunity Youth who are affiliated with an OY-serving organization?

What CBO training cycles should we keep in mind?

What are the key factors we should include in each job listing filter (e.g. public transportation options)

What are you most excited about with this new platform? What are you the most worried about?



# CLOSING ACTIVITIES

#OpportunityWeek

- What is one thing you will do to advance the activities discussed today?
- #Opportunity Youth



- Please complete survey now, it should be in your inbox



# THANK YOU!

#OpportunityWeek