5th Annual Opportunity Youth Network Summit
#OpportunityWeek
SURPRISE LUNCHTIME KEYNOTE SPEAKER!

#OpportunityWeek
SURPRISE LUNCHTIME KEYNOTE SPEAKER!
• Annual accomplishments
• Plans for the upcoming year
• Schedule of events

#OpportunityWeek
Observers

Participants
Saves AmeriCorps!

Increases Funding!

Eliminates SIF
Reconnecting Youth Campaign: Unleashing Limitless Potential

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.
Reconnecting Youth Campaign

Unleashing Limitless Potential
• 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?
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’sDisconnected Youth?

Disconnected Youth
4,881,500
young adults ages 16 to 24

Connected Youth
34,826,700
young adults ages 16 to 24

POVERTY

52%
48%

41% live in a poor household

27% live in a poor household

EDUCATION

4%
highest degree is bachelor’s

8%
highest degree is bachelor’s

YOUNG MOTHERHOOD

28%
women with children

7%
women with children

DISABILITY

15%
with a disability

5%
with a 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

**Figure 2: Youth Disconnection by Race and Ethnicity**

- **Native American**: 27.8%
- **Black**: 21.6%
- **Latino**: 16.3%
- **White**: 11.3%
- **Asian American**: 7.9%
Race and Ethnicity Trend 2010-2015

- NATIVE AMERICAN
- BLACK
- LATINO
- US TOTAL
- WHITE
- ASIAN
• **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

- Cheyenne County, Kansas: 0%
- Centre County, Pennsylvania: 4.3%
- Wayne County, Utah: 1.6%
Youth Disconnection by County: Highs

- Childress County, Texas: 55.8%
- Wheeler County, Georgia: 83.5%
- Hamilton County, Florida: 62.1%
Rural counties as a whole are faring considerably worse than more populous counties in terms of youth disconnection.
Urban, Suburban, and Rural Youth Disconnection cont’d

![Bar chart showing youth disconnection rates by urban, suburban, medium-sized cities, small cities, towns, and completely rural areas across different regions: Northeast, Midwest, South, and West. The chart indicates higher disconnection rates in completely rural areas compared to urban and suburban areas.]
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.
• 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

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Rate of Youth Disconnection (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake View and Lincoln Park, Chicago, IL</td>
<td>2.9</td>
</tr>
<tr>
<td>Deerfield, Highland Park, Lake Forest and North Chicago, Lake County, IL</td>
<td>5.0</td>
</tr>
<tr>
<td>Forest Glen, North Park, Albany Park and Irving Park, Chicago, IL</td>
<td>5.2</td>
</tr>
</tbody>
</table>

Least Connected Neighborhood Clusters

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Rate of Youth Disconnection (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Englewood, Englewood, Auburn Gresham and Washington Heights, Chicago, IL</td>
<td>30.4</td>
</tr>
<tr>
<td>Humboldt Park, Garfield Park, and North Lawndale, Chicago, IL</td>
<td>30.8</td>
</tr>
<tr>
<td>South Lawndale and the Lower West Side, Chicago, IL</td>
<td>33.2</td>
</tr>
</tbody>
</table>
GET THE DATA!

Data by:
• Metropolitan Area
  o 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/
Thank You!

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
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).

#OpportunityWeek
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.”
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

#OpportunityWeek
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
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.

#OpportunityWeek
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.
• 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)
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

100,000 hires
1,000,000 hires

10,000
1,000,000
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
## Opportunity Youth Value Proposition

<table>
<thead>
<tr>
<th>Key Criteria</th>
<th>OY Digital Platform</th>
<th>Other Digital Platforms</th>
<th>Friends/Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feels like “It’s Made for Me”</td>
<td>√</td>
<td>X</td>
<td>√</td>
</tr>
<tr>
<td>Tools that make my job search easier</td>
<td>√</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Find a job quickly</td>
<td>?</td>
<td>?</td>
<td>√</td>
</tr>
<tr>
<td>Find answers to questions about job applications</td>
<td>√</td>
<td>X</td>
<td></td>
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</tbody>
</table>
## EMPLOYER VALUE PROPOSITION

<table>
<thead>
<tr>
<th>Key Criteria</th>
<th>OY Digital Platform</th>
<th>Other Digital Platforms</th>
<th>Candidate Driven</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCESS TO MOTIVATED, ENERGETIC YOUNG PEOPLE</td>
<td>✔</td>
<td>✔</td>
<td>X</td>
</tr>
<tr>
<td>ABILITY TO TELL COMPANY STORY</td>
<td>✔</td>
<td>X</td>
<td>✔</td>
</tr>
<tr>
<td>DATA INSIGHTS TO UNDERSTAND EFFECTIVENESS OF RECRUITMENT TOOLS</td>
<td>✔</td>
<td>?</td>
<td>✔</td>
</tr>
<tr>
<td>COST EFFECTIVENESS OF RECRUITMENT CHANNEL</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
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
A sneak peak at what we are developing

https://hyfn.invisionapp.com/share/36D9ZYDDE#/screens
### BETA TESTING

<table>
<thead>
<tr>
<th>PARTICIPATING COMPANIES</th>
<th>BETA PHASE CITIES</th>
<th>TESTING</th>
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<tbody>
<tr>
<td>CHIPOTLE MEXICAN GRILL</td>
<td>Atlanta</td>
<td>Website Functionality</td>
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<tr>
<td>macys</td>
<td>Chicago</td>
<td>Marketing Strategy</td>
</tr>
<tr>
<td>FIVE GUYS® BURGERS and FRIES</td>
<td>Dallas</td>
<td>Value to users</td>
</tr>
<tr>
<td>Hilton</td>
<td>Seattle</td>
<td>Content/Gamification</td>
</tr>
<tr>
<td>HMS HOST</td>
<td></td>
<td>Young people hired</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Young people retained</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cost-effectiveness</td>
</tr>
</tbody>
</table>
TIMELINE

PLANNING & BUILDING PHASE
Summer/Fall 2017

LAUNCH PILOT
January 2017

END PILOT, ASSESS, NEXT STEPS
May 2018
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 they 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
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