

Managing Summer Youth Jobs Programs

Emphasizing Employer Engagement



**Youth
Opportunities
Unlimited**



Empowering teens through
entrepreneurship, employment and education.



- **Founded in 1982 by Business Community and Cleveland Mayor**
- **Youth ages 14-19**
- **Stay-in-School Programs**
- **Entrepreneurship for Teenagers**
- **Employment and Internships**
- **2,000 - 5,000 annually**

Y.O.U. is the community leader for youth summer jobs

Partnerships

- Government
- Non-profit organizations
- Neighborhood agencies
- Employers
- Schools

Managing a Summer Jobs Program

September – May

- Schedule planning meetings
- Make improvements from past year
- Identify projects and strategies
- Recruit and cultivate employers
- Continue to refine youth selection process
- Rate last summer's worksites

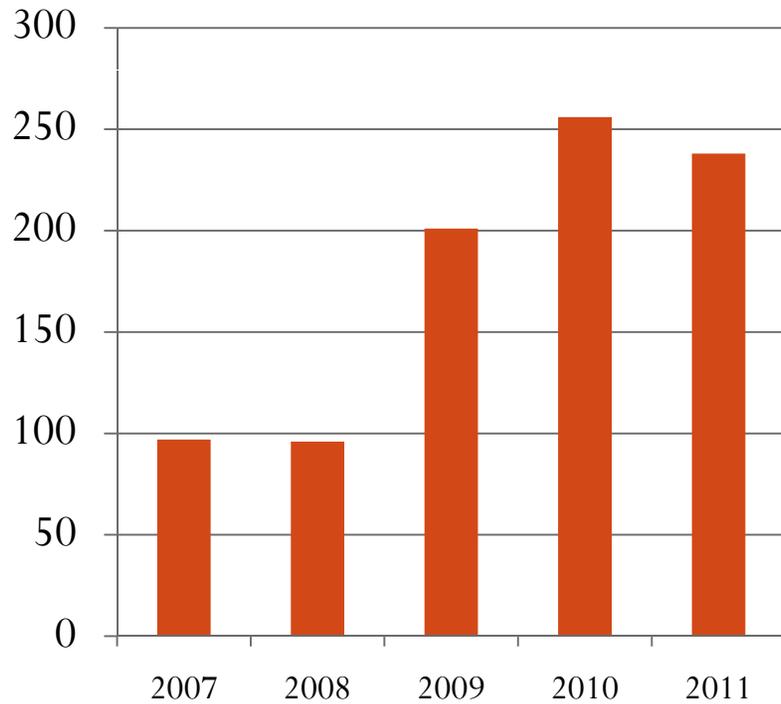
Managing a Summer Jobs Program

January - May

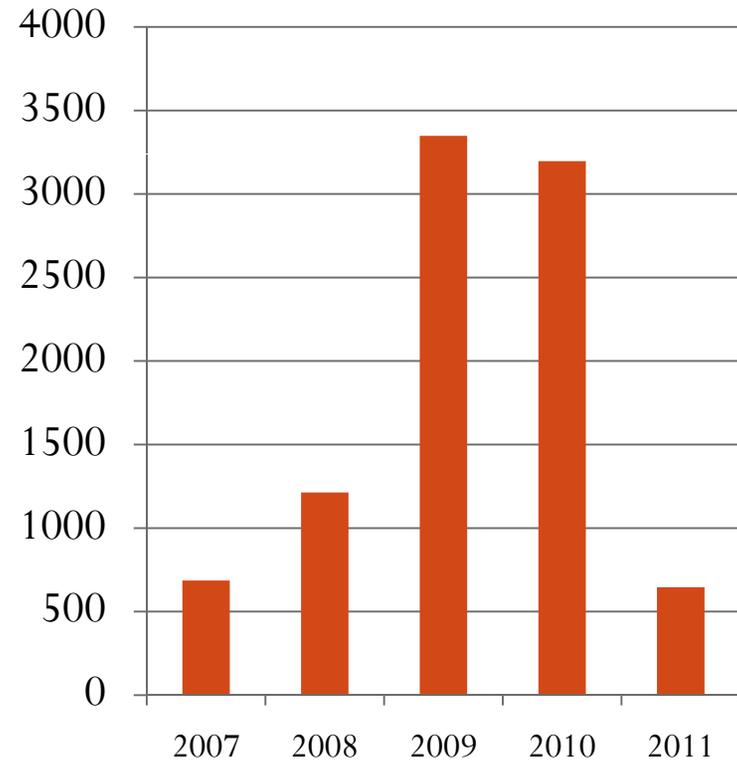
- Communicate with Community Partners
- Online Registration for Youth and Employers
- Set management team and hire staff
- Lock down employer worksites

Kinds of Summer Jobs

Private Sector Jobs over past 5 years



Subsidized Jobs over past 5 years



Creative
Public Sector Partnerships

**The Frank G. Jackson
Summer Jobs Program**



CITY OF CLEVELAND

Mayor Frank G. Jackson

- Funding from NON-Workforce sources
- Meaningful Work Experiences
 - Giving back to the community
 - Duties that need to get done to deliver City services
 - Focus on Sustainability Jobs
- Strong support from utilities administration and trade unions



- Data Entry
- Rain Barrel Installation
- Rain Gardens
- Meter Reading
- Water Pollution Control
- Communications projects
- Paint Fire Hydrants
- Telephone marketing
- Administration

Securing Private Sector Jobs and Youth Internships



What is MyCom

Community Initiative funded and led by County and Foundation Community

Focus on youth ages 0-19 with goal of getting youth on path to life success

Neighborhood-based with strong partnership component

Employers are our business

- Created by employers to secure youth jobs since '82
- Majority of board from business sector
- Strategic plan identifies employers as customers

EMPLOYERS ARE CUSTOMERS

The Employment Team

- **Staff totally dedicated to employer cultivation and relations**
- **Advocates for employer needs internally: treats employers like a caseload**
- **Customer Satisfaction data collection and analysis**

Employer Recruitment and Training

- Use Job Fairs strategically
- Keep training simple and clear
- Limit the amount of paper
- Set expectations
- Be informative about teenagers



What can we do to get employers to provide summer jobs?

- **Set realistic expectations**
- **Start early – Summer 2013 starts September 2012**
- **Create strategic partnerships**
- **Use funding streams creatively**
- **Treat employers as well as you treat youth**

Best of Luck, and Thank you!



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