



DWFS OPPORTUNITY PROCESSING OUTLINE: YOUTH PARTICIPATION

DWFS TEAM MEMBER Lisa P.	JOB POSITION Youth Coordinator	DAYS WITH THE COMPANY 6 months
STEP 1: LISA'S INTRODUCTION <ul style="list-style-type: none"> • WHO ARE YOU? • WHAT'S YOUR POSITION? • WHAT'S YOUR QUESTION? 	STEP 2: PARTICIPANT FEEDBACK <ul style="list-style-type: none"> • CLARIFYING QUESTIONS • LISA'S IDEAL OUTCOME* • BARRIERS & CHALLENGES • SOLUTIONS 	STEP 3: BEST-PRACTICE SPEAKER DANA CLARK TALK ABOUT THE BEST-PRACTICES BEHIND YOUTH PARTICIPATION

HOW DO I: (PRESENTED BY LISA)

- **How do I increase youth program participation?**

CLARIFYING QUESTIONS: (ASKED BY PARTICIPANTS)

- What do your current youth participation numbers look like?
- Are these OSY or ISY?
- What did you previously do to keep youth participating in the program?
- What do you mean by participation?
- Do you currently have any incentives for youth?
- Are you having more difficulty identifying youth or engaging youth that are already enrolled?
- What is your performance objective?
- What current resources do you use to get youth participation?
- What do you think is preventing your project from getting more youth enrolled?
- Are you still providing Dynamic Futures virtually?
- Is this your first role/job working with youth directly?
- Are you consistent with monthly contacts to youth?
- Where do you notice the decline in participation? Is there a certain time in the process?
- Do you offer WBL and WE?
- What do most youth come to you for?
- Do you do any advertising locally?
- What does your outreach strategy look like?
- How many people are on your team?
- Does your project utilize social media to maintain engagement with youth?
- What does your local labor market look like? What is high demand?
- Do you use zoom or other online platforms to communicate with youth?
- What reasons/feedback do youth give about lack of participation?

MY IDEAL OUTCOME IS: (PRESENTED BY LISA)

- **To generate a steady pipeline of eligible youth referrals and keep referred youth engaged long enough to receive core services.**

WHY IS IT SIGNIFICANT TO ANSWER LISA'S QUESTION? (ANSWERED BY PARTICIPANTS)

- We all have trouble keeping participants engaged at some level
- So our projects can stay active
- So we don't lose funding
- Meeting RFP goals
- This helps the community
- It's a WIOA requirement

- **TO help our customers be aware of what we offer**
- **To help our youth become productive, happy adults**
- **Builds a better future for our community**
- **Helps our employers**
- **Introduce the youth into workforce and establish work habits**
- **Youth success attracts other youth**
- **Decrease unemployment**
- **Stimulate the local economy**
- **It builds bridges with other businesses and employers**
- **We can provide a support system that they might not have**
- **Find a new innovative solution given the current circumstances**
- **Helps us grow a successful youth program**
- **Changes lives and can break family cycles**
- **Youth generally have the most barriers to success**
- **Helps change the mindset of employers that are apprehensive to hiring youth**
- **Instill good work values, skills, and a sense of responsibility**
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BARRIERS & CHALLENGES – WHAT ARE LISA'S BARRIERS & CHALLENGES?

- Youth may not have technology
- Youth is not interested in WE/WBL
- Youth can be flakey
- Transportation issue
- Instability at home
- Youth not supported by parents
- Lack of trust and lack of transparency
- Poverty
- Lack of knowledge of our services
- Youth have special needs or disabilities
- Don't understand the benefit of our program
- Parenting youth
- Not ready to commit to our services
- Fear of the unknown
- Lisa only has support of CSRTs on occasion
- Language barriers
- Lack of internal knowledge on youth programs
- Lack of funding and advertising
- Lack of supervision
- Lack of motivation
- Lack of a mentor
- Don't have education (diploma or GED)
- Lack of community partnerships
- Lack of rapport with staff
- Our process is slow; process is not user friendly
- Lack of outreach
- Dynamic Futures length
- Don't understand the incentives or tangible benefits

SOLUTIONS – WHAT ARE SOLUTIONS TO LISA’S POTENTIAL BARRIERS AND CHALLENGES?

- Meet them where they are at
- Build rapport with each individual
- Provide interesting workshops and training(s)
- Talk to them more and be a resource
- Utilize social media
- Identify some strengths and build on them
- Support services
- Help identify childcare
- Help with transportation needs
- Utilize the one stop operator to help connect to other CBOs
- Community walks
- Explain the in’s and out’s of the program – what expectations do you have?
- Recorded video success stories of the youth
- Advocate for more advertising
- Being patient and making sure goals are person centered
- Surveys and customer feedback evaluations
- Make the youth feel valued
- Celebrate small successes to build towards larger goals
- Be relatable
- Provide donuts and pizza; celebration workshop
- Start eliminating barriers to get youth engaged
- Discuss the support systems
- Act as an active coach and mentor
- Conduct local student organizations - high schools, colleges, etc.
- Be solutions driven
- Be approachable and build a relationship at their level – show you care!
- Go where youth hang out and show benefits of the program
- Reach out to youth on a WEEKLY basis
- Be mobile, be adaptable, be flexible

BEST PRACTICE SPEAKER: (DANA CLARK ANSWER LISA’S QUESTION)

- #1 – Ask people for help
 - Don’t have to know everything and everyone- so reach out!
 - Establish good working connections with the BES/WE team
 - Share knowledge across your team! If someone else has a contact, we can get connected – warm handoffs
 - GOOGLE*
 - Searching for organizations that serve similar populations
- #2 – Go where the youth are
 - Go into the community – currently have a partnership with high school equivalency providers
 - Go into their organization and conduct enrollments and provide services
 - This can reduce barriers – instead of throwing gas cards, meet them somewhere else
 - OSY – what do we do?
 - Talk to senior classes in high schools – they are going to become OSYs
 - Work with colleges and universities to share our information with students who are having financial difficulties
 - High school equivalency courses are all considered OSY
 - Homeless organizations that we access
 - Be prepared to hear ‘no’ from youth – still
 - Meeting with organizations and businesses – help me help you!
- #3 – Know your stuff
 - Review your policies

- Know how to search for policies (CTRL+F)
- Be able to talk about eligibility criteria
- Be able to talk about the services we offer
- Create an elevator pitch for youth, CBOs and others
 - Know what we provide – make a list and provide a quick pitch
- #4 – Think outside of the box
 - Use the service delivery system to find youth
 - OK Job Match – this system provides reports
 - On a monthly basis, run a report on everyone who has self-registered on OK Job Match system. After this, do some backend work – are they in our area? Are they in our age range? Disperse this information across our career navigators and CSRTs to start making contacts to determine eligibility & scheduling a session
 - Search for youth who have registered themselves
 - Utilizing technology – online application
 - Google voice
 - Facebook
 - Virtual enrollments
- #5 – Regular file reviews & monitoring
 - Schedule time to run reports and make sure files are up to date
 - Make sure contact and services are correct
 - When going through the files, identify the breakdown – is there consistent contact? If not, we won't have engagement
 - If I don't take care of the file at large, it's not going to look good from a participation standpoints because they won't get the services they need
- #6 – Have fun!
 - Youth, businesses, and organizations CARE when we like what we do
 - Helps improve customer relationships and retention – builds trust
 - Be genuine, be flexible
 - If you're having a hard time bringing energy, take a break! Take some time to regroup and have the energy
 - Reward yourself for a job well done
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QUESTIONS

HOW DO YOU ENGAGE & BUILD RAPPORT?

- **FIRST THING, A SMILE AND A HANDSHAKE**
- **GET TO KNOW THE INDIVIDUAL THROUGH DYNAMIC FUTURES MODEL**
- **WELCOMING THE YOUTH – GIVING EXPECTATIONS**
- **GIVING BACKGROUND AND INFORMATION ABOUT YOURSELF (RELATABLE)**

HOW DO YOU KEEP YOUR TEAM MOTIVATED?

- **ALWAYS OPEN FOR QUESTIONS; SOLUTIONS DRIVEN**
- **BUILDING PERSONAL RAPPORT WITH YOUR CO-WORKERS**
- **ONGOING COMMUNICATION**

HOW DO YOU ENGAGE CUSTOMERS THAT HAD MULTIPLE CAREER NAVIGATORS?

- **HELP THE YOUTH 'GET TO THE POINT' WITH NEW CN**
- **PROBLEM SOLVE FIRST, BUILD RELATIONSHIPS SECOND**

HOW MANY ELIGIBLE YOUTH DO YOU FIND ON COLLEGE CAMPUSES?

- **TALKING WITH ADVISORS**
- **TALKING WITH FINANCIAL ASSISTANCE WORKERS**

HOW DOES YOUR TEAM FIND YOUTH DURING WORK-FROM HOME TIME?

- **ONLINE APPLICATION – CONTACT INFORMATION AND BRIEF INFO ON BARRIERS**

- OK JOB MATCH
- ONLINE SCHOOLS – REACH OUT TO THEM!

IS IT APPROPRIATE TO ASK YOUR YOUTH FOR REFERRALS?

- YES 😊
- BEST REFERRAL IS FROM YOUR PEERS

HOW DO YOU ENGAGE WITH SOMEONE WHO CAME IN AGAINST THEIR WILL?

- HAVE A CONVERSATION WITH THE YOUTH (ALONE)
- BE TRANSPARENT – “IS THIS SOMETHING THAT YOU WANT TO DO?”
- “I’D HATE TO SET YOU UP FOR FAILURE IF YOU’RE NOT READY YET”
- SHOW SOME RESOURCES – WE ARE HERE IF YOU NEED US

CAN YOU REACH OUT TO SCHOOLS FOR LISTS? PRIVACY ISSUE

- MOST SCHOOLS ARE NOT OKAY WITH THIS
- STILL MAKE A CONNECTION WITH THE SCHOOL – THEY CAN HELP IN OTHER WAYS

HOW DO YOU ESTABLISH CO-ENROLLMENT EVENTS AT PARTNER LOCATIONS FOR YOUTH WITH TRANSPORTATION BARRIERS?

- WORK CLOSELY WITH PARTNERS LOCATIONS
- SHARE INFORMATION ACROSS BOTH TEAMS
- TALK WITH PARTNERS ABOUT OTHER SERVICES – DYNAMIC FUTURES, ETC.

HOW DO YOU OVERCOME ‘OH, THIS IS TOO MUCH PAPERWORK!’

- HAVE A CONVERSATION, “IT’S JUST X... THEN SMOOTH SAILING!”
- “ONCE YOU’RE IN THE SYSTEM, WE’LL FOCUS ON THE OTHER PIECES”
- BE TRANSPARENT ABOUT GOVERNMENT DOLLARS

VIRTUAL EVENTS DURING THE CURRENT CLIMATE?

- EMAIL JOB FAIR? ONLINE JOB FAIR?
- HOW DO I SESSION WITH SUPERVISOR AND YOUTH TEAM

HOW DO YOU HANDLE YOUTH THAT WANT TRAINING/SERVICES THAT WE CAN’T PROVIDE?

- GOES BACK TO KNOWING WHAT WE OFFER
- KNOW YOUR STUFF
- ASK PEOPLE; ASK SUPERVISORS
- UTILIZE THE CBO HANDBOOK – FIND OTHER AVENUES FOR THE YOUTH

WHAT ABOUT MINORS AND PARENTAL CONSENT?

- UTILIZE JOBCORPS AS GUARDIAN

ARE YOU ASSIGNING TASKS AND ASSESSMENTS ONLINE FOR YOUTH DURING COVID?

- #1 PRIORITY IS TO MAINTAIN CONTACT AND ENGAGEMENT
- KEEP THE YOUTH READY FOR WHEN THE JOB MARKET OPENS BACK UP
- OUR ONE STOP OPERATOR SENDS OUT HOT JOBS ONCE A WEEK TO SHARE WITH THE YOUTH
- SHARE OTHER INFORMATION ABOUT EMPLOYMENT OPPORTUNITIES AND FILING FOR UNEMPLOYMENT
- HELPING YOUTH WORK ON RESUMES FROM AFAR

