



# Making Summer Youth Employment Work

## Voices of Summer Webinar Series



# Welcome!

- Your phone line is muted.
- The webinar is being recorded.
- A link to the recording and slides will be made available.



# Welcome!



**Leslie Gabay-Swanston**

*Director of Program and Systems Quality*  
National Summer Learning Association



# Webinar Overview

- About NSLA
- Panelists
  - National League of Cities
  - Charlotte, NC
  - LinkedIn Learning
  - Boston, MA
- Audience Questions
- Announcements & Follow-up



# About NSLA

NSLA is a national, non-profit organization focused on the powerful impact of one achievable goal: investing in summer learning to help close the achievement gap. NSLA uses the power of research, advocacy, training, and policy to transform America's neighborhoods and communities, one child at a time.

Our work is based on the simple idea that summer—a time that is easily overlooked yet critical to educational development—is bursting with possibility, and instrumental in closing the achievement gap between privileged children and our most vulnerable children.





# Why Summers Matter



Summer is the time of greatest inequity for young people. When schools are closed, many low income young people lack access to meals, books and other learning resources, and physical activity.

# Panelist



**Gislene Tasayco**  
*Senior Program Specialist,  
Education & Expanded Learning*  
National League of Cities



## **CITIES ON THE FRONTLINE: SYEP**

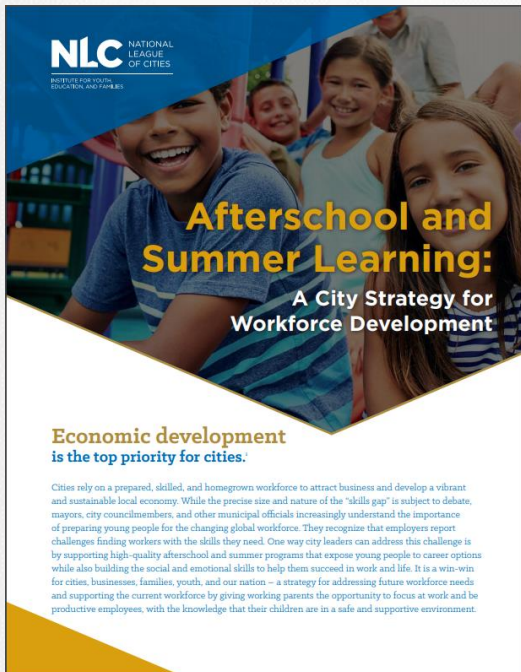
Senior Program Specialist, Institute for Youth Education & Families

Gislene Tasayco





# Youth Employment: Background & Context

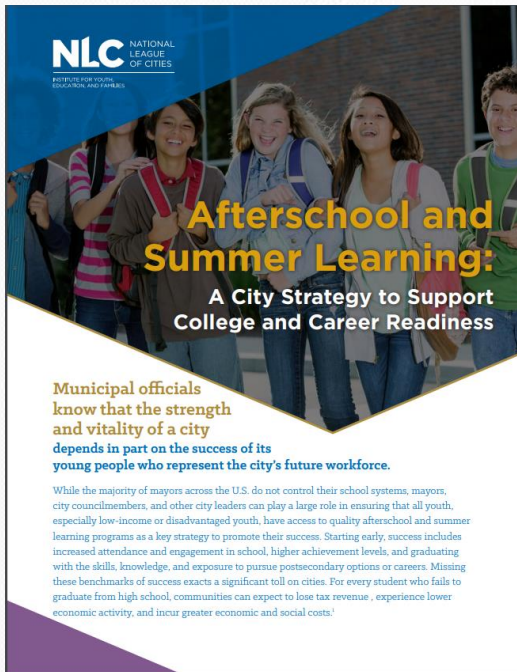


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INSTITUTE FOR YOUTH,  
EDUCATION, & FAMILIES

## Afterschool and Summer Learning: A City Strategy for Workforce Development

**Economic development is the top priority for cities.**

Cities rely on a prepared, skilled, and homegrown workforce to attract business and develop a vibrant and sustainable local economy. While the precise size and nature of the “skills gap” is subject to debate, mayors, city councilmembers, and other municipal officials increasingly understand the importance of preparing young people for the changing global workforce. They recognize that employers report challenges finding workers with the skills they need. One way city leaders can address this challenge is by supporting high-quality afterschool and summer programs that expose young people to career options while also building the social and emotional skills to help them succeed in work and life. It is a win-win for cities, businesses, families, youth, and our nation – a strategy for addressing future workforce needs and supporting the current workforce by giving working parents the opportunity to focus at work and be productive employees, with the knowledge that their children are in a safe and supportive environment.

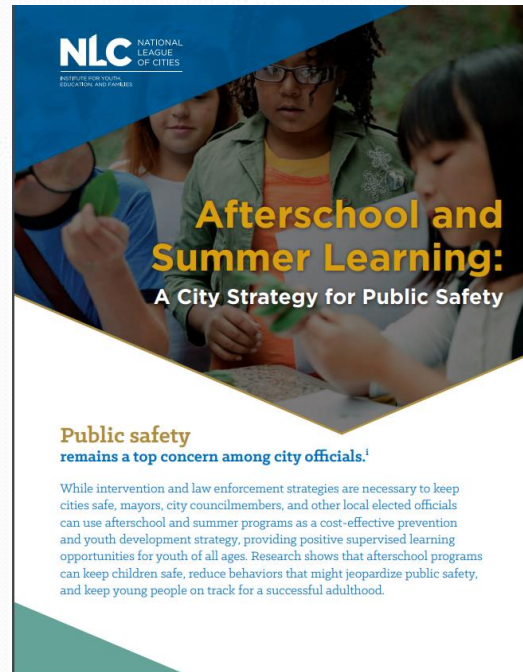


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## Afterschool and Summer Learning: A City Strategy to Support College and Career Readiness

**Municipal officials know that the strength and vitality of a city depends in part on the success of its young people who represent the city's future workforce.**

While the majority of mayors across the U.S. do not control their school systems, mayors, city councilmembers, and other city leaders can play a large role in ensuring that all youth, especially low-income or disadvantaged youth, have access to quality afterschool and summer learning programs as a key strategy to promote their success. Starting early, success includes increased attendance and engagement in school, higher achievement levels, and graduating with the skills, knowledge, and exposure to pursue postsecondary options or careers. Missing these benchmarks of success exacts a significant toll on cities. For every student who fails to graduate from high school, communities can expect to lose tax revenue, experience lower economic activity, and incur greater economic and social costs.<sup>1</sup>



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## Afterschool and Summer Learning: A City Strategy for Public Safety

**Public safety remains a top concern among city officials.<sup>1</sup>**

While intervention and law enforcement strategies are necessary to keep cities safe, mayors, city councilmembers, and other local elected officials can use afterschool and summer programs as a cost-effective prevention and youth development strategy, providing positive supervised learning opportunities for youth of all ages. Research shows that afterschool programs can keep children safe, reduce behaviors that might jeopardize public safety, and keep young people on track for a successful adulthood.

# Summer As the Opportunity

The risk that juveniles will be victims of violence is **60% greater in the four hours after school** than in the period from 8 p.m. to midnight on non-school days.<sup>xii</sup>

**66% of young people nationwide** wish there were more safe places they could hang out and have fun.<sup>xiii</sup>

**92 PERCENT**

of business executives believe that Americans do not have the skills they need to do the jobs of today or tomorrow; nearly half also think that Americans lack critical social-emotional skills such as communication, creativity, critical thinking, and teamwork.<sup>ii</sup>

**\$164 BILLION**

Businesses spend more than \$164 billion annually on employee education and training to improve workforce skills.<sup>iii</sup>

**\$160 BILLION**

is the annual potential value of unfilled job opportunities in the U.S.<sup>iv</sup>

## Summer jobs contribute to...



Skills development



Increased earnings



Improved school attendance and educational outcomes



Reduced involvement in the juvenile and criminal justice system



A pipeline of workers and reduced poverty

# PROVIDING MEANINGFUL CAREER READY OPPORTUNITIES

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INSTITUTE FOR YOUTH, EDUCATION, & FAMILIES



Grow Detroit's Young Talent



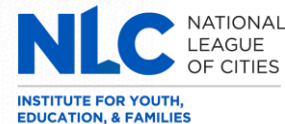


- 14,000 students applied for YouthWorks
- Developing a 5-week *Future of Work*, teleworking curriculum
  - Design Thinking
  - Invention Education
  - Computer Science
  - Media Creation
  - SAT/ ACT Prep
- Mentors
- Youth Voice



**HIREKC**  
HIGH SCHOOL AND COLLEGE INTERNSHIPS

- Former Kansas City, Missouri Mayor Sly James
- Using existing virtual learning platform in partnership with school districts
- Coordinating internship opportunities within City Hall & private sector
- Work-Ready Modules
- Partnership with Sprint, 1 Million Project
- Youth Voice





- 1. City Leaders Champions***
- 2. Multi-sector Partnerships***
- 3. Youth Voice***

LOCAL GOVERNMENTS HAVE BEEN SUPPORTING THEIR RESIDENTS THROUGH THIS PANDEMIC:



**Municipalities  
need federal  
aid now**

SUPPORT FOR FEDERAL AID TO LOCAL GOVERNMENTS IS BIPARTISAN, NATIONAL AND SPANS DEMOGRAPHICS

88%

of Americans  
are concerned that  
coronavirus is going to  
drastically affect their  
local economy

Americans agree

**AFFILIATION:** **72%** **71%** **68%**



REGION

Region	Percentage
West	68%
Midwest	69%
Northeast	69%
South	73%

Not only are Americans worried about the economy:

**45%**

are concerned that this pandemic will directly impact their jobs.

**45%**  
are concerned that this  
pandemic will directly  
affect their jobs.

More Americans agree the way their local government is handling the spread of COVID-19 is better than how Congress is.

APPROVE OF LOCAL GOVERNMENT

73%

Registered voters

73%

Democrat

77%

Republican

68%

Independent

### APPROVE OF CONGRESS' HANDLING

49%

Registered voters

**50%**

Democrat

54%

Republican

40%

Independent

[illegible]

# CITIES ARE ESSENTIAL

[nlc.org/CitiesAreEssential](http://nlc.org/CitiesAreEssential)

We are asking federal leaders to consider \$500 billion in additional relief directly to states and municipalities in the next Stimulus Package.

## National League of Cities: COVID- 19 Resources

# MAYORS' EDUCATION POLICY ADVISORS NETWORK

Formed in May 2003, the Mayors' Education Policy Advisors Network (EPAN) is a national network of senior municipal staff who are working with mayors of the nation's 75 largest cities on key issues related to improving educational outcomes for children and youth.







**Bela Shah Spooner**  
**Program Director**  
**spooner@nlc.org**



**Gislene Tasayco**  
**Senior Program Specialist**  
**tasayco@nlc.org**



# Panelists



**Dawn Hill**

*Youth Programs & Business  
Partnerships Manager*  
City of Charlotte



**Austin Halbert**

*Founder & CEO*  
Radius Group



**Charlie Gill**

*Public Sector Account Manager*  
LinkedIn Learning



**CHARLOTTE<sup>SM</sup>**

**MYEP**

**MAYOR'S YOUTH EMPLOYMENT PROGRAM**

**Dawn M. Hill**  
**Youth Programs & Business**  
**Partnerships Manager**

**City of Charlotte**  
**Housing & Neighborhood**  
**Services**  
**Community Engagement**  
**Division**  
**Youth Programs**

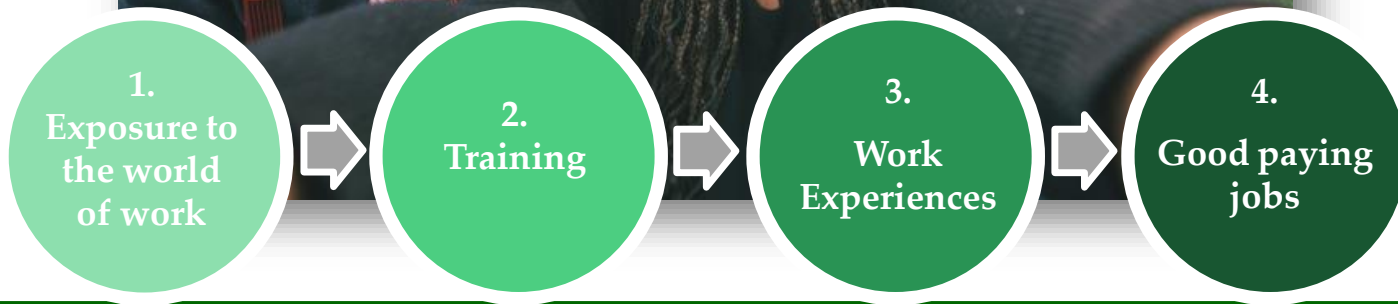
**34 years serving the Charlotte community**

**MYEP Mission:**

**To provide all Charlotte youth with equitable career development opportunities to explore the world of work, build social capital, and enhance economic mobility.**

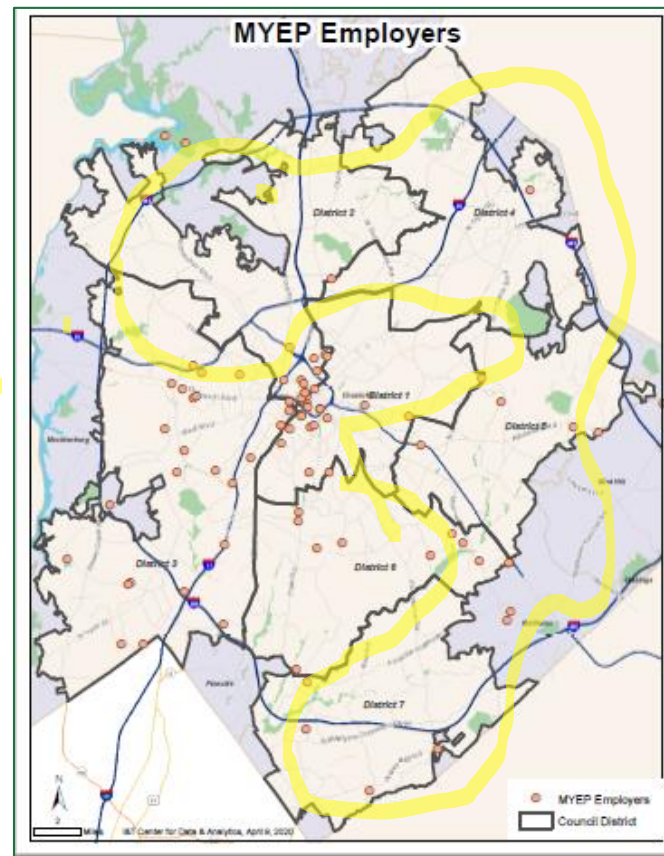
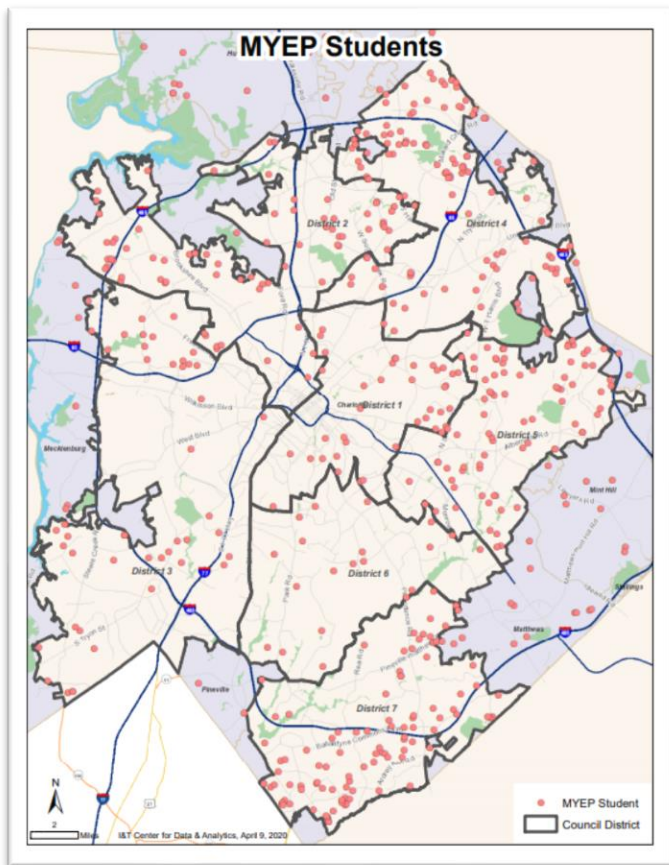


**Teenage labor force participation increases economic mobility for individual youth and our overall community.**





# WHAT ARE WE TRYING TO ACHIEVE?



## 2 *Internship Tracks*

### TRADITIONAL INTERNSHIPS

- Students intern **on-site** with a Host Employer who is matched based upon their career interest
- Students work 25 hours per week for 6 weeks at \$9 per hour

### Virtual INTERNSHIPS

- Students select 1 of 5 virtual pathways to explore
- Students are engaged for 4 days per week for 5 hours per day through asynchronous and synchronous learning provided by LinkedIn Learning & Radius Learning
- In collaboration between the City of Charlotte, Charlotte-Mecklenburg Schools (CMS), and community stakeholders





Danke!

Thank You!

Arigatou  
Gozaimasu!

Gracias!

Merci!

Grazie!

## Resilience

Does not involve returning to our original form. We can never be the same.

What stretches us launches us forward.

What compresses pulls from deep within us the strength to break out.

Eventually, you have been through this process so many times, a reflex kicks in.

You know that you aren't alone and you aren't breakable.

You feel the pain, say a prayer, make a plan. That is when the magic happens.


You can feel yourself expand with pure strength.

Then you know, whatever storm is coming, you will continue to rise.

You are that strong. #SYEPstrong.

-Jennifer Bostic





# Expanding Virtual Pathways through Youth Employment Programs

SHOWCASE OF CHARLOTTE MAYOR'S YOUTH EMPLOYMENT PROGRAM



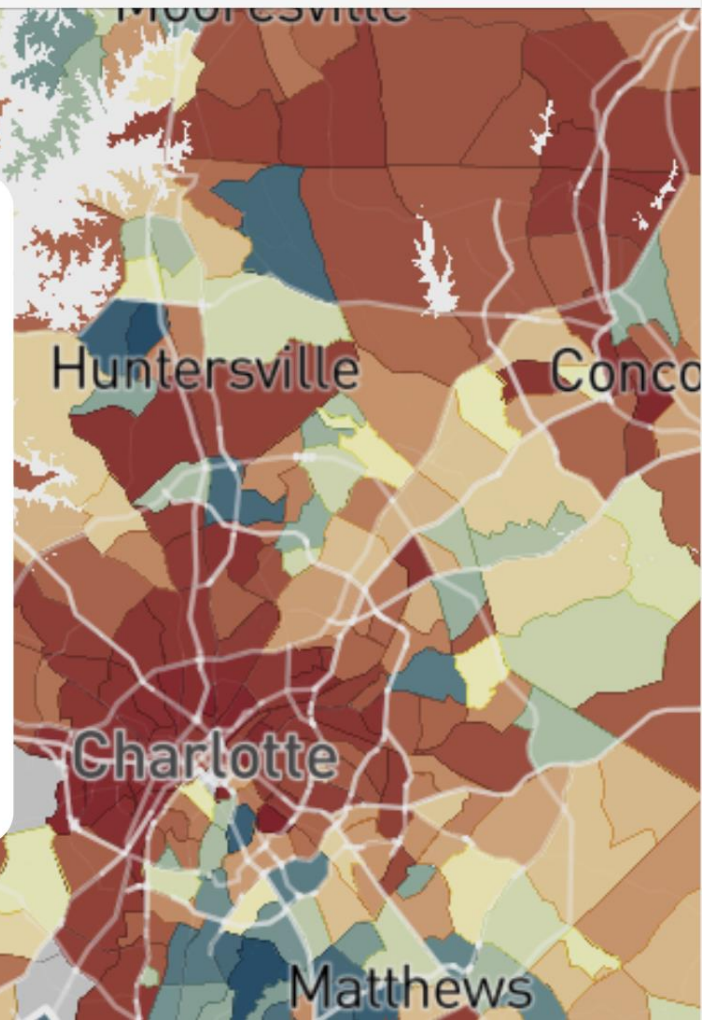
Radius Learning connects students with virtual pathways to discover to the jobs of the future.

## How can we upskill Charlotte's workforce for future competitiveness and inclusive growth?

**Charlotte children born into the bottom income quartile have just a 4.4% chance of making it into the top.**

In 2020, we are on the verge of seeing more "Lost Einsteins" in this generation than any before. Charlotte now has the opportunity to transition our residents into the future of work.

1. Opportunity Atlas (Raj Chetty): [www.opportunityatlas.org](http://www.opportunityatlas.org)





## Pathways for youth to discover the jobs of the future with top employers



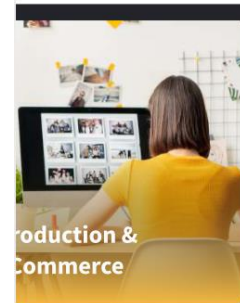
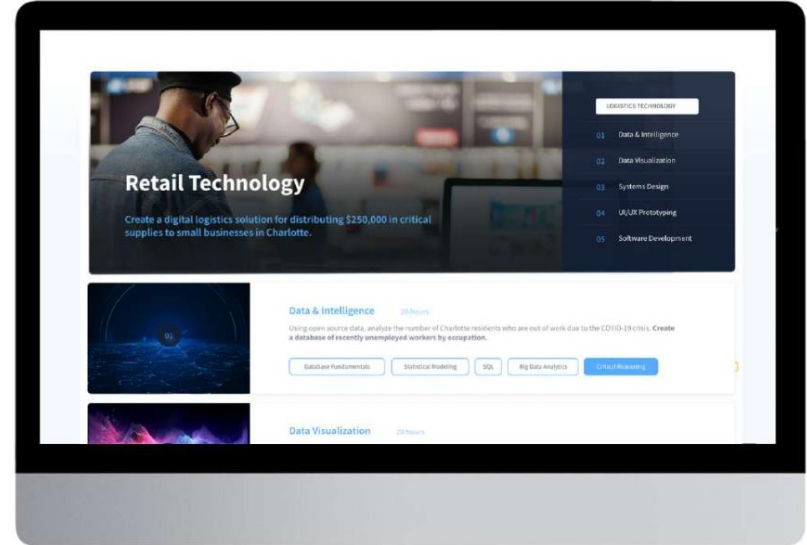
**Increase skills development** with assignments simulating jobs in demand.



**Open an entry point to the future workforce** by providing real experience with employers.



**Open access to networks** through virtual interaction and collaboration.



Production & Commerce



Logistics



Data Science



Product Design



Supply Chain



Information Technology



Financial Technology

## Combining the power of learning models for the future of work.

**There is no off-the-shelf solution for youth employment.** MYEP will combine the power of LinkedIn Learning and Radius Learning to deliver strong outcomes for all students in summer 2020.



### Work-Based Experience powered by Radius

Guide students through interactive work-based experiences designed with Charlotte employers



### Content powered by LinkedIn Learning

Guide students through high quality learning and skills development.

A nighttime photograph of a city skyline, likely Atlanta, Georgia. The image shows several prominent skyscrapers, including the Georgia State Capitol building on the left and the Bank of America Tower on the right. The buildings are illuminated with various lights, and the sky is dark blue. The overall scene is a dense urban landscape.

## What would it look like if every young person had an entry point to a stable future?

- What is possible to achieve in Summer 2020?
- What will be possible in 2021 and beyond?



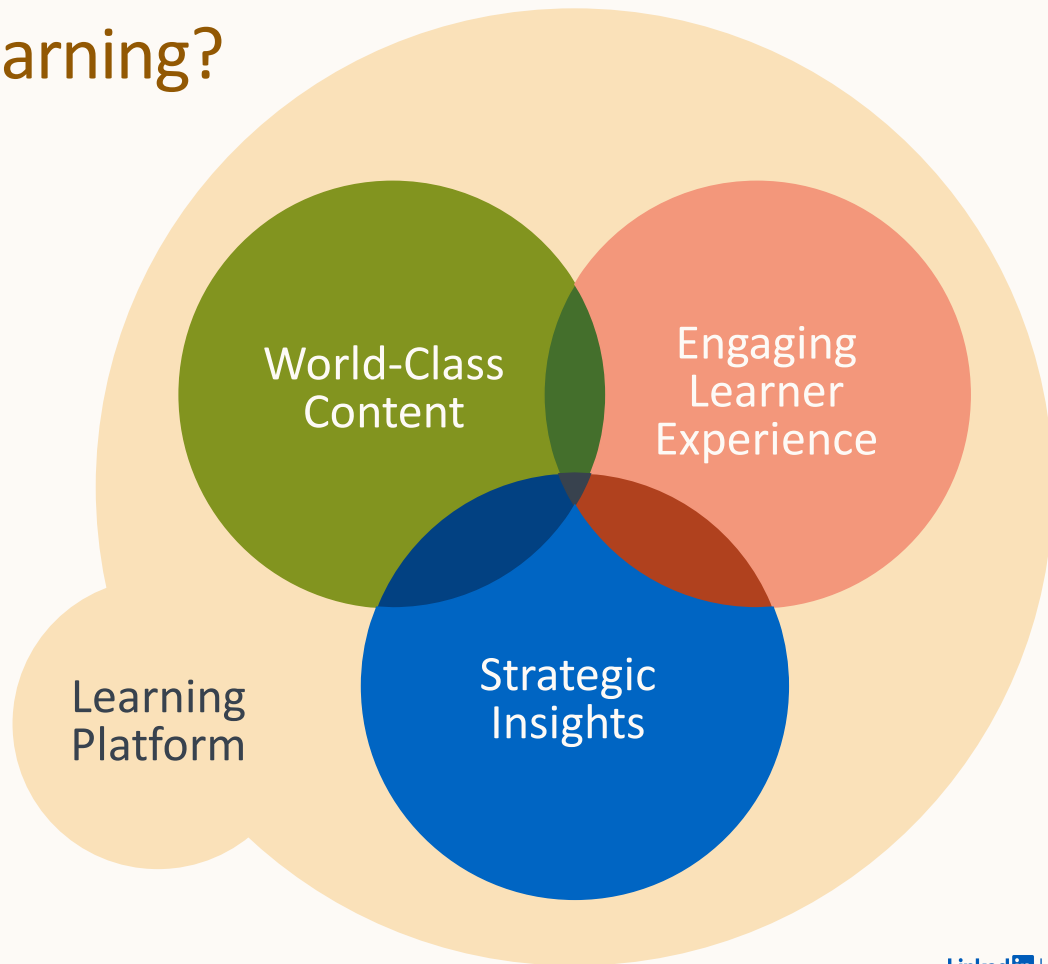
# LinkedIn Learning

## Online Learning for the Jobs of Today and Tomorrow



# What is LinkedIn Learning?

● An online learning platform built to provide the most in-demand skills for today's job market



● How we can help: World Class Content

# It starts with world-class content tailored to the learner.

15,000+

Professionally  
produced courses.

60+

Courses added  
every week.

100%

Of our instructors are  
experts in their field.

7

Languages  
represented  
among courses

## With courses that cover key development areas.

### Career Development

- Interview prep
- Career mapping and goal setting
- Personal branding
- Decision-making
- Workplace etiquette
- Business acumen
- Personal finance

Plus, upload your own content!

### Functional roles

- Project management
- Six Sigma
- Finance and operations
- Sales
- Marketing
- Customer service
- Creative pro and graphic design
- L&D education
- HR and recruiting
- AutoCAD
- Business intelligence and analytics

### Tech and software engineering

- Security
- Data science
- Software development
- Web design and development
- IT Infrastructure
- Operation management
- Testing and methodology
- Information management

### Soft skills and business software

- Communication and public speaking
- Collaboration
- Writing
- Productivity
- Business software
- Excel/Word/PowerPoint/Outlook
- G-Suite/Mac OS
- Access/Tableau



How we can help: Engaging Learner Experience

# The content sits on a platform that learners will want to use.



- Personalized, data-driven recommendations, so learning is relevant and applicable.
- Clean and simple interface that's easy to navigate, on both desktop and mobile.
- Optimized for both micro and macro learning.
- Collaborative learning via Q&A and other ways to make learning social.
- Integrations with LinkedIn.com

How we can help: Engaging Learner Experience

# Customize Learning Paths to support key cohorts, career pathways, or skills.

The screenshot displays the LinkedIn Learning platform interface. At the top, the 'in LEARNING' logo is on the left, followed by a 'Browse' dropdown and a search bar labeled 'Search for skills, subjects or software'. Navigation links for 'Home', 'My Learning', 'Me', 'EN', and 'Go to Admin' are on the right. A dark blue header section contains the text 'From your organization' and 'MYEP - Job & Career Readiness Training' by 'Created by Charlie Gill'. A 'Continue with:' box on the right shows a thumbnail for 'Creating Your Personal Brand'. Below this, a section titled '1 Self-Awareness' with a sub-description 'This section will help you begin to create your own personal and professional brand...' and '5 ITEMS · 3h 44m' lists three courses: 'Creating Your Personal Brand' (33m), 'Managing Your Career: Early Career' (1h 8m), and 'Confronting Bias: Thriving Across Our Differences' (40m). Each course entry includes a thumbnail, author information, release date, and a progress bar. A notification banner for a Teams meeting is also visible.

in LEARNING Browse Search for skills, subjects or software Home My Learning Me EN Go to Admin

From your organization  
**MYEP - Job & Career Readiness Training**  
Created by Charlie Gill

Continue with:  
Creating Your Personal Brand

1 Self-Awareness  
This section will help you begin to create your own personal and professional brand, uncover your career goals and passions, and develop strategies to succeed early in your career.  
5 ITEMS · 3h 44m

COURSE  
**Creating Your Personal Brand**  
By: Lida Citroën · Released Dec 22, 2015  
Learn how to create the brand of you. Craft a personal brand that puts you in control of your career and attracts opportunities.  
116,349 viewers  
Please come to our next Teams virtual meeting with 3 actions you will take to continue developing your personal brand!

COURSE  
**Managing Your Career: Early Career**  
By: Valerie Sutton · Released Jun 5, 2018  
1h 7m 17s left

COURSE  
**Confronting Bias: Thriving Across Our Differences**  
By: Verna Myers and Arianna Huffington · Released May 11, 2018  
38m 29s left

**Linked**  **Learning**

# Panelist



**Josh Bruno**  
*School-to-Career Director*  
Boston Private Industry Council



# Boston PIC



BOSTON  
PRIVATE  
INDUSTRY  
COUNCIL

# Panelist



**Laura Johnson**

*Vice President, Communications*  
NSLA

# Voices of Summer Webinar Series



## Voices of Summer WEBINAR SERIES

[www.summerlearning.org/webinars](http://www.summerlearning.org/webinars)



# National Summer Learning Week



*National Summer Learning Week is a national advocacy day aimed at elevating the importance of keeping kids learning, safe and healthy every summer – all so students return to school ready to soar!*

[www.summerlearning.org/summer-learning-week](http://www.summerlearning.org/summer-learning-week)





# National Conference



[www.summerlearning.org/national-conference](http://www.summerlearning.org/national-conference)



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@SmarterSummers



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*Thank you!*

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

