

Developing Worksites

Developing quality worksites is a key component in overall program success. To ensure your program's growth and vitality, worksites and staff must be developed and sustained. Below you will find information to help you enact a plan for worksite recruitment and staff development.

Worksite Engagement:

In order to recruit and develop successful worksites, you must have a targeted engagement strategy. This strategy should include:

- marketing materials;
- strategic partnerships; and
- staff dedicated to recruiting sites.

Business relationships take effort, require a high-level of customer service and will evolve over time. A strong business engagement strategy is critical and should involve key champions, such as:

- District support including wards and block captains
- Employer champions
- Community organizations

Worksites should have multi-level platforms for engagement. This will increase their level of participation and keep them involved year round. For help setting up platforms or referring worksites to other WorkReady opportunities, please contact your program officer. Year round opportunities to consider include but are not limited to:

- Industry pipeline programs
- Career day worksite visits
- Career workshop presentations
- Teacher externships on site

Having a menu of opportunities will give worksites options, provide them with multiple ways to participate and allow them an opportunity to stay connected throughout the year. Participation in these opportunities also strengthens their relationship with young people and allows them to see firsthand how school can connect to work.

Developing Your Recruitment Strategy:

Be Prepared

- Understand your labor market
- Know your local businesses and their market trends
- Identify neighborhood partners
- Know what you can offer to worksites
 - Know your program and all of the services that you can provide
 - Present easy access for your employers
 - Simplify the process for engagement

Developing Worksites (continued)

- Know your young people
 - Understand your young person and their career interests
 - Strategically match youth interests with appropriate employers for best results
- Identify your resources
 - Know your champions— employers who are already engaged in the community
 - Use existing structures and employers to promote your program

Make a Plan

- Clearly state your purpose, goals and objectives
- Define your customer base
 - Target employers likely to be receptive to the message
- Qualify the market
 - Focus on employers in active markets and high growth areas of business
 - Encourage involvement with partners who are involved with youth and the community
- Create the key message
 - Use proven messages that emphasize value when articulating the benefits of your program to potential workplace partners. Here are a few examples of messages that work:
 - Reduces training and recruitment costs by directly connecting to the future workforce.
 - Increases productivity: quality work by young people in the workplace contributes to the bottom line.
 - Builds employee morale and leadership skills through mentoring and coaching young people or volunteering in classrooms.
 - Helps create a vibrant community, leading to prosperous local economies.
 - Generates positive exposure, raising the profile of the firm's commitment to youth, education and the community.
 - Develop a clear and consistent message and stick to it!
- Outline your strategies
 - Create a balance of recruitment activities
 - General awareness: media, events, newsletters
 - Target marketing: mailings, phone calls, emails
 - Direct recruiting: presentations at meetings, associations, industry events
- Create detailed calendar
 - Maintain a consistent and active promotion of your message

Developing Worksites (continued)

Market and Sell

- Focus on customer service
 - You must ensure that all needs of employers will be addressed with a high level of commitment
 - Network in multiple circles
 - Diversify promotion to include many circles of partners for increased engagement
- Prepare your presentation
 - Your presentation must be tailored to address the needs of prospective partners
 - The message always should be clear and consistent
- Ask for the commitment
 - Understand your partner's motivation and value their participation

Flawless Follow Up

- Become the primary resource
 - Partners should see you as a resource for information and problem solving
- Support on-going participation
 - Ensure that needs and expectations are constantly met
- Deliver
 - Partners need to know that you are trustworthy and dependable
- Measure results
 - Developing methods to measure results increases success and engages partners to give feedback
- Stay in continuous contact
 - To ensure satisfaction and develop long-lasting relationships

Staff Development

To ensure partner engagement success, staff needs to be developed and trained to maintain and grow relationships in changing economies and over long periods of time. Partner engagement and staff development are an investment that work together to produce successful results.

Areas of staff development include:

- Creating a professional development plan that includes:
 - Exposure and knowledge of the field of workforce development
 - Workforce Development Trends (Global, National, Regional and Local)
 - Economic Development Information
 - Pipeline Initiatives
 - 21st Century Skills
 - Industry-specific career ladder information
 - On- going training in:
 - Communicating with primary (employers) and secondary (youth) clients
 - Engaging employers in career exploration

Developing Worksites (continued)

- Creating relationships and networking with partners
- Developing and maintaining relationships with employers
- Database management
- Knowledge of workforce preparation (i.e. matching youth to appropriate jobs and including employers in the preparation process)
- Evaluating and adjusting programs based on outcome measurement and data
- Written and verbal communication skills
- Setting individual staff goals and requirements that involve developing strategies to:
 - Engage worksites
 - Develop relationships through networking events, face-to-face meetings and warm introductions
 - Research and define the market
 - Promote long-term partnerships with employers
 - Communicate with employers and partners
 - Understand employer engagement as it is connected to a broader system
 - Provide a service-oriented approach with employers and partners
 - Set milestones for deliverable goals



Summer Internships 2009

WorkReady Summer Internships provide Philadelphia high school students with six weeks of paid workplace experience at area businesses. These internships give young people a taste of the working world, exposure to career opportunities, and an understanding of how school is connected to economic success.

The program is an integral component of WorkReady Philadelphia, a system of programs supported by a broad-based partnership that is dedicated to building the region's future workforce. WorkReady is managed by the **Philadelphia Youth Network** (PYN) in collaboration with dozens of organizations including four key employer recruitment partners: the **City of Philadelphia**, **Greater Philadelphia Chamber of Commerce**, **Philadelphia Academies, Inc.**; and **United Way of Southeastern PA**. Through its Working Solutions initiative, the Chamber has helped to more than double the number of WorkReady internships over the past two years.

What kinds of students participate?

Students are eligible for internships if they:

- ▶ Will begin 11th grade or higher in the fall;
- ▶ Have been pre-screened and are ready to become productive interns.

What's the employer's role?

- ▶ Offer paid internships () for at least 20 hours per week for six weeks during July and August;
- ▶ Allow interns to attend off-site work-readiness training provided by the program one day per week;
- ▶ Interview and select qualified candidates, and assign them to supervisors who are eager to work with and mentor young people; and
- ▶ Assess interns at the beginning and end of the experience, including helping them to develop a workplace portfolio demonstrating mastery of key employment skills.

Why should my business get involved?

- ▶ To help eager and talented students understand the keys to workplace success;
- ▶ To serve as positive role models for tomorrow's workforce; and
- ▶ To be recognized for making an important contribution to the city and region.

We're not in the internship business. What kinds of supports will we get?

- ▶ Orientation and training for your employees on working with young people;
- ▶ Assistance in crafting job descriptions and projects that will benefit your interns and your company;
- ▶ Personal attention to candidate processing and support for intern performance; and
- ▶ Payroll services for youth wages, including Workers Compensation and General Liability Insurance.

What's the timeline?

- ▶ Intern interviews and selection will take place in May and June, and
- ▶ Internships run for six weeks from July 6 to August 14.



**WHO GAVE YOU
YOUR
FIRST BREAK?**



The Philadelphia Youth Network is the managing partner of WorkReady Philadelphia and contracts with several dozen youth-serving organizations to operate WorkReady programs on behalf of the Philadelphia Workforce Investment Board and its Council for College and Career Success.

The following organizations will manage grant-funded WorkReady internship programs in Summer 2009:

- Allegheny West Foundation
- ASPIRA, Inc. of Pennsylvania
- Boys and Girls Clubs of Philadelphia
- Cambodian Association of Greater Philadelphia
- Communities In Schools of Philadelphia, Inc.
- Community Action Agency of Delaware County, Inc.
- Congreso de Latinos Unidos, Inc.
- Diversified Community Services
- Girard College Development Fund
- Greater Philadelphia Federation of Settlements
- Greater Philadelphia Urban Affairs Coalition
- Indochinese American Council
- Intercultural Family Services, Inc.
- Management & Environmental Technologies, Inc.
- North Light Community Center
- To Our Children's Future with Health
- United Communities Southeast Philadelphia
- YouthBuild Philadelphia Charter School

The following organizations partner to recruit employers for WorkReady Philadelphia programs:





Summer 2009 Work Experience Programs

These WorkReady programs provide Philadelphia youth ages 14 to 21 with paid workplace experiences at area businesses for six weeks during the summer. They give young people a taste of the working world, exposure to career opportunities, and an understanding of how school is connected to economic success.

Work Experience Programs are an integral component of WorkReady Philadelphia, a system of programs supported by a broad-based partnership that is dedicated to building the region's future workforce. WorkReady is managed by the **Philadelphia Youth Network** (PYN) in collaboration with dozens of organizations including four key employer recruitment partners: the **City of Philadelphia**, **Greater Philadelphia Chamber of Commerce**, **Philadelphia Academies, Inc.**; and **United Way of Southeastern PA**.

What kinds of students participate?

Students are eligible for internships if they:

- ▶ Will begin 9th grade or higher in the fall;
- ▶ Have been pre-screened and are ready to become productive interns.

What's the employer's role?

- ▶ Provide youth workers with a properly supervised work experience guided by a caring adult;
- ▶ Allow them to complete academic projects that will be assessed by certified teachers;
- ▶ Assign them to supervisors who are eager to work with and mentor young people; and
- ▶ Assess them at the beginning and end of the experience.

Why should my business get involved?

- ▶ To help eager and talented students understand the keys to workplace success;
- ▶ To serve as positive role models for tomorrow's workforce; and
- ▶ To be recognized for making an important contribution to the city and region.

What kinds of supports will we get?

- ▶ Orientation and training for your employees on working with young people;
- ▶ Assistance in crafting job descriptions and projects that will benefit both the youth workers and your company;
- ▶ Personal attention to candidate processing and support for their performance; and
- ▶ Payroll services for youth wages, including Workers Compensation and General Liability Insurance.

What's the timeline?

- ▶ Intern interviews and selection will take place in May and June, and
- ▶ Internships run for six weeks from July 6 to August 14.



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The following organizations will manage Work Experience Programs in Summer 2009:

ASPIRA, Inc. of Pennsylvania

City of Philadelphia Department of Recreation

Communities In Schools of Philadelphia, Inc.

Foundations, Inc.

Free Library of Philadelphia

Greater Philadelphia Urban Affairs Coalition

Management & Environmental Technologies, Inc.

New Foundations Charter School

Resources for Human Development, Inc.

To Our Children's Future with Health

Variety- The Children's Charity of Greater Philadelphia

The following organizations partner to recruit employers for WorkReady Philadelphia programs:



Recommended Job Descriptions

The job descriptions below are recommended titles for youth workers. In any summer work experience, it is imperative for young people to develop skills that will be useful in a 21st century workforce (see "Tools for Developing a Quality Experience" section for more information on 21st Century Skills). All jobs should include skills attainment in Professional Development / Work Ethic and Critical Thinking / Problem Solving.

Arts / Humanities (Arts / Entertainment) Assistant:

An arts/humanities assistant will gain hands-on experience with developing a visual, media, audio, or dance project. The assistant will research the historical precedent of the art project for the community in which it is being developed. Organize an event that showcases the final project for the community it impacts. 21st Century Skills attained:

- Arts and Humanities
- Creativity / Innovation
- Oral Communication

Automotive (Transportation Services) Assistant:

An automotive assistant will gain hands on experience in the field of automotive repair, maintenance, and cosmetic upkeep. Under the supervision of a mechanic or other personnel, he/she will learn the latest automotive technology. 21st Century Skills attained:

- Science
- Information Technology
- Lifelong Learning / Self-Direction

Child Care Assistant (Education Services):

A child care assistant will work directly with children, engaging them in reading circles. The assistant will develop and implement an age-appropriate lesson for children (5:1) and engage children in interactive activities that promote health and wellness. 21st Century Skills attained:

- Reading Comprehension
- Creativity / Innovation
- Ethics / Social Responsibility

Classroom Assistant (Education Services):

A classroom assistant will work directly with children, engaging them in reading circles and interactive cooperative work groups. The assistant will develop and implement a minimum of two age-appropriate lessons for children (10:1). He/she will also assist in the development and implementation of interactive extracurricular activities. 21st Century Skills attained:

- Writing in English (grammar, spelling, etc.)
- Leadership
- Written Communication

Recommended Job Descriptions (continued)

Clerical Assistant:

A clerical assistant works to keep the office organized. Duties include filing, database maintenance, and other administrative tasks. The assistant will gain experience in organizational technique and will receive training on all databases he/she will be working with.

21st Century Skills attained:

- Reading Comprehension
- Information Technology Application
- Written Communication

Communications Intern:

A communications intern works on various communications, development, and marketing projects. The intern will gain experience in written communication, including the writing of press releases, grant proposals, web content, and/or marketing materials. The intern will also have the opportunity to explore design software used for various publications within the organization. 21st Century Skills attained:

- Writing in English (grammar, spelling, etc.)
- Written Communication
- Creativity / Innovation

Community Development Assistant (Non-Profit / Social Services):

A community development assistant will engage community members in asset mapping. The assistant will conduct surveys (pre, post, etc.) assessing the opportunities for and threats to the community. He/she will research the historical significance of the community and develop a plan of action for improvement that includes a public presentation. 21st Century Skills attained:

- History / Geography
- Diversity
- Ethics / Social Responsibility

Customer Service Assistant:

A customer service assistant can work in a variety of industry areas with the overall goal of ensuring customer satisfaction. The assistant will answer customer questions and troubleshoot problems before they escalate. The assistant will be assigned a direct supervisor who is available to assist with any difficult situations that may arise. 21st Century Skills attained:

- English Language (spoken)
- Oral Communication
- Diversity

Digital Media Assistant:

A digital media assistant works to provide support for video, graphics, and multimedia projects. The assistant will get hands-on training with computer programs and production equipment and be able to see a project from inception through completion over the course of the internship.

21st Century Skills attained:

- Humanities / Arts
- Creativity / Innovation
- Information Technology Application

Recommended Job Descriptions (continued)

Environmental Assistant:

An environmental assist works for an organization committed to bettering the environment and lessening our carbon footprint. The assistant will learn about the effects our society has the environment and the most effective ways to ensure its stability. 21st Century Skills attained:

- Mathematics & Science
- Ethics / Social Responsibility
- Teamwork / Collaboration

Financial Intern:

A financial intern works within the finance department of an organization or in the banking sector. The intern will gain experience with payroll, accounts payable and receivable, record keeping, and/or cash handling (i.e. bank teller). 21st Century Skills attained:

- Mathematics & Science
- Leadership
- Lifelong Learning / Self-Direction

Food Service Assistant:

A food service assistant works in culinary and food preparation for a restaurant, catering company, hotel, or other food establishment. The assistant will work under the guidance of a kitchen staff member to learn food preparation techniques. 21st Century Skills attained:

- Humanities / Arts
- Leadership
- Teamwork / Collaboration

Health Services Assistant:

A health services assistant works in a medial setting (i.e. hospital, medical office, etc.). The assistant will learn about medical record keeping and will have the opportunity to rotate through various departments to gain exposure to different fields. 21st Century Skills attained:

- Mathematics & Science
- Lifelong Learning / Self-Direction
- Diversity

Information Technology Assistant:

An information technology assistant will work in the IT department. The assistant will gain hands-on experience in technical support, network maintenance, and systems design under the supervision of an IT staff member. 21st Century Skills attained:

- Mathematics & Science
- Information Technology Application
- Creativity / Innovation

Recommended Job Descriptions (continued)

Maintenance Assistant:

A maintenance assistant will work with the maintenance or building operations department. The assistant will be responsible for basic maintenance duties including repairs and general upkeep. 21st Century Skills attained:

- English Language (spoken)
- Leadership
- Teamwork / Collaboration

Recreation Camp Counselor (Non-Profit / Social Services):

A recreation camp counselor will lead children in interactive activities that promote health and wellness. The counselor will develop and implement a minimum of two lessons on interactive activities that promote healthy living. He/she will organize a collaborative activity such as a tournament or contest for children that promote teamwork and positive sportsmanship. 21st Century Skills attained:

- Humanities / Art
- Teamwork / Collaboration
- Oral Communication