

Philadelphia  
Council  
for College and  
Career Success



***Building Capacity &  
Making Connections  
for the Future Workforce***

The Fifth Annual Report to  
Mayor Michael A. Nutter

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## About the Council

The Philadelphia Council for College and Career Success works to ensure that Philadelphia's youth become productive citizens who are ready to participate fully in our region's workforce and the life of the city. To that end, the mission of the Philadelphia Council for College and Career Success is to provide leadership and advocacy in support of the Mayor's education goals:

- 1** increase the graduation rate to 80% (cut the dropout rate in half) by 2014 and
- 2** double the baccalaureate attainment rate of Philadelphians by 2017.

Specifically, the Council is charged with envisioning and developing citywide partnerships, strategies, and infrastructures to support youth attainment of 21st-century skills and postsecondary education. This is accomplished through the alignment of priorities and resources across various youth development, education, and youth social-services efforts. Some key areas of Council focus include:

- Creating a citywide system for dropout prevention and re-engagement of disconnected students
- Aligning and monitoring the city's diverse youth-related funding streams, including youth funds and activities authorized by the Workforce Investment Act
- Aligning the various resources that support a college-going culture, specifically enhancing the connections and transitions between high school and college
- Expanding and improving youth workforce-development efforts in the city
- Influencing the design of an enhanced career and technical-education system

Additionally, the Council functions as the federal-mandated Perkins Participatory Planning Committee, through which it examines and oversees all Career and Technical Education (CTE) programming across the School District of Philadelphia.



## Building Capacity & Making Connections for the Future Workforce

As members of the Philadelphia Council for College and Career Success, we are pleased to submit our fifth annual report to Mayor Michael A. Nutter on progress made towards achieving the City of Philadelphia's ambitious education and youth-workforce goals. Mayor Nutter appointed the Council in 2008 and charged it with undertaking systemic approaches that prepare young Philadelphians for success in school and in careers.

Preparing the workforce of the future begins with the work of today. This means that all of us – here in Philadelphia and across the country – must commit ourselves to providing education and career-development opportunities that will prepare our youth and young adults to meet tomorrow's challenges. The need to act grows more urgent each day. In fact, employment rates for youth and young adults – particularly those without degrees and credentials – continue to lag well behind those for older, more experienced workers. At the same time, employers report that they continue to face shortages of qualified workers across a range of occupations. And this trend is likely to continue, since projections suggest that **over 60% of all jobs in 2020 will require a postsecondary degree.**<sup>#</sup>

As Council members, we believe that young Philadelphians can and will become the highly-skilled and energetic workforce of the future that can meet the needs of our region, our nation, and our world. By working across sectors and in partnership with all interested organizations and individuals, we hope to prepare and position our young people to take their places as the employees, entrepreneurs, and leaders of the future.

The data portrayed in this year's report demonstrates that Philadelphia's commitment to cross-sector, collaborative action is continuing to produce results. We understand that we have much more work to do, but the information that follows shows that we are moving in the right direction. For example, in 2013:

**\$3.8m** private-sector dollars were leveraged with funds from the public-sector for a total investment of **\$13m+** enabling **7,600+** young people to work in summer 2013.

**High-school graduation** six-year rate increased **64% to 67%** Four-year rate maintained at **64%**

The Council's WIA portfolio of year-round programs exceeded WIA performance measures<sup>1</sup> for the **3rd straight YEAR**



### Creating an Impact in 2013

### Leveraging Investments to Build Capacity

Thanks to both local and national support, **WorkReady** saw the highest level of collective support from the private sector since the launch of the initiative in 2003.

The Philadelphia **Department of Human Services** (DHS) committed \$1M, which was directed towards creating over 600 summer employment opportunities. DHS also committed an additional \$1M to fund year-round opportunities.

**The Aspen Institute Forum for Community Solutions** awarded a three-year grant of over \$499,000 to Project U-Turn. This grant will allow the initiative to delve deeper into the needs of Philadelphia's opportunity youth and to extend its capacity to more fully address those needs.

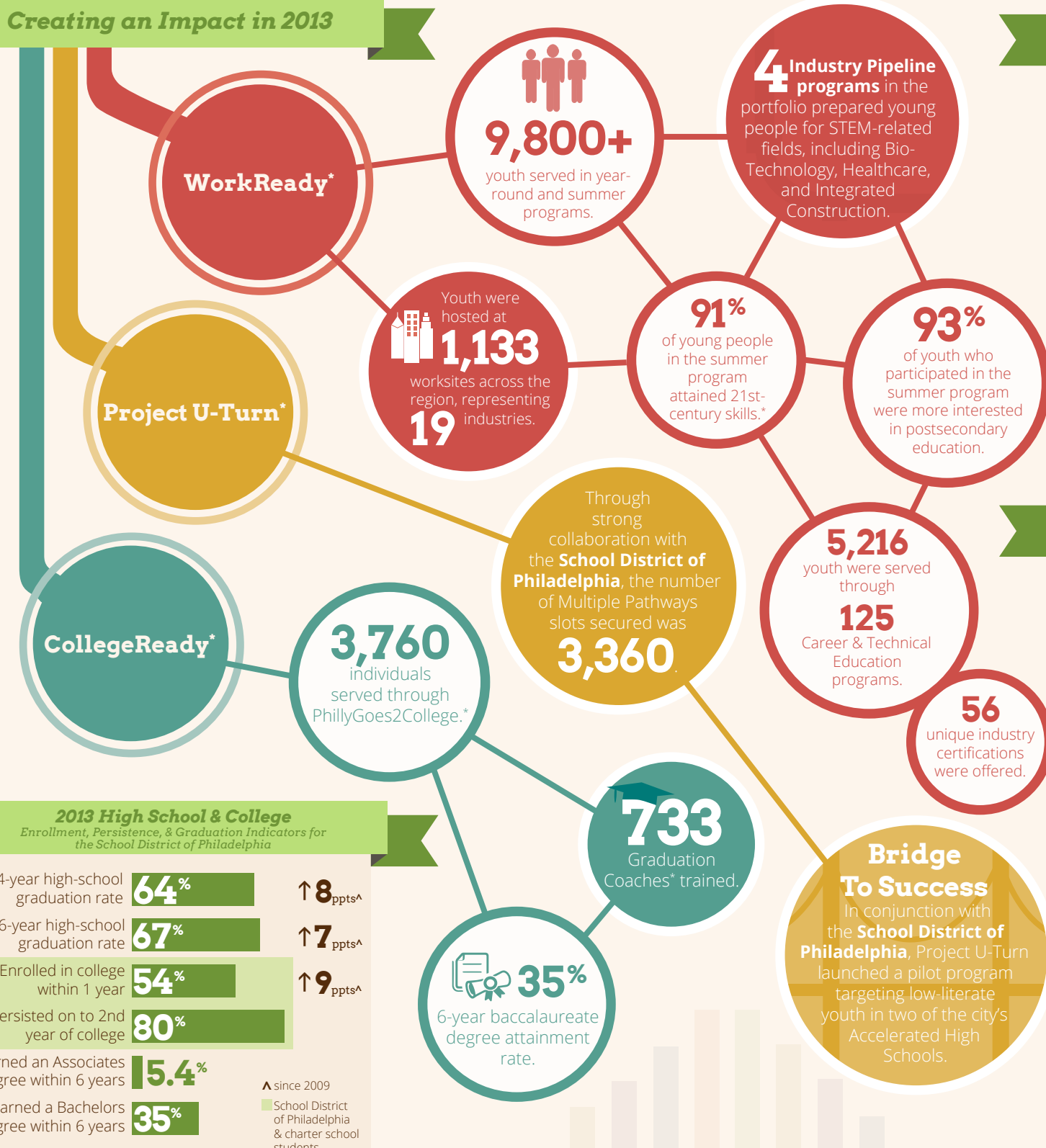
### Making Connections for Action

We continue to advocate with **Opportunity Nation** on a national level through youth participants on the National Council of Young Leaders to promote opportunities for older youth to connect to education and the workforce.

In conjunction with the School District of Philadelphia and the Mayor's Office of Education, Project U-Turn has undertaken an **Attendance Awareness Campaign** to help educate the public about the importance of consistent attendance through PSA's running on radio, TV, and billboards.

The **America's Promise Alliance** Board of Directors visited Philadelphia to share knowledge and data learned through Project U-Turn. The Alliance has cited Project U-Turn as a "Promising Practice."

WorkReady Philadelphia celebrated its 10th Anniversary at the **2013 Breakfast of WorkReady Champions**, where key city leaders congratulated more than 200 investors who supported summer and year-round, educationally-enriched work experiences for Philadelphia's young people.



## Shaping the Future – Ours & Theirs

The needs of our future workforce are complex, and young people will require increasingly sophisticated skills in order to succeed. As Council members, we pledge to continue creating opportunities for young people to earn academic and occupational credentials, and to participate in high-quality experiences that prepare them for workplace success.

**Our future – and theirs – depends on it.**



### Definitions of Key Terms

**21st-Century Skills:** WorkReady programs are designed to ensure that upon completion young people will have developed, are able to articulate, and possess an understanding of the value of key 21st-century skills, which are developed through both work experience and project-based learning. The four skill domain areas are: Flexibility/Adaptability, Initiative/Self-Direction, Productivity/Accountability, and Teamwork/Collaboration.

**CollegeReady:** This campaign works to increase college success by tracking and analyzing postsecondary outcomes for Philadelphia youth.

**Graduation Coaches:** A campaign that connects Philadelphia youth with adult mentors to help guide them through high-school completion and the college application process. Graduation Coaches is part of the PhillyGoes2College initiative.

**PhillyGoes2College:** An initiative of the Mayor's Office of Education, PhillyGoes2College is a resource and referral center that connects Philadelphia residents of any age with the help they need to go to college.

**Project U-Turn:** Philadelphia's collaborative approach to dropout prevention and re-engagement.

**WIA (Workforce Investment Act):** In Pennsylvania, Workforce Investment Act youth programs are evaluated against a set of federally-established Common Measures, which include placement in education and employment; attainment of a degree or credential; and gains in literacy and numeracy. Specific levels of performance for Philadelphia are negotiated annually between Philadelphia Works and the PA Department of Labor and Industry.

**WorkReady:** A cross-sector partnership dedicated to improving the economic outcomes of the region's youth by attracting, aligning, and investing resources in youth workforce-development models.

“ I must say that if it hadn't been for several Philadelphia Council for College and Career Success programs and initiatives, I would not be the young leader I am today. ”

Ramean  
Project U-Turn Participant

## Envision the Future

The United States economy is anticipated to grow from 140 million to 165 million jobs by 2020. Moreover, there will be 55 million jobs opening through 2020. These jobs will require a generation of young people that are equipped not only with educational and workforce experiences, but also key transferable skills such as the ability to collaborate, a dedication to life-long learning, and the ability to analyze and navigate information and trends.<sup>#</sup> We are honored to serve the city and its young people. Our experiences as Council members have convinced us that when adults work together, young people benefit. By forging partnerships among public, private, and non-profit sectors, we can increase the likelihood that our youth and young adults will become highly-skilled and productive citizens who will participate in and help to lead the region's future economy.

### Get Involved:

To learn more about the Council and its initiatives, contact:

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# Carnevale, Anthony P. et. al. "Recovery: Job Growth and Education Requirements through 2020." Georgetown Public Policy Institute Center on Education and the Workforce. <http://cew.georgetown.edu/recovery2020/June> 2013

“ You have to set goals on where you want to be in your career and take the necessary steps to get there. I'm glad that, at Jefferson, they took the time to teach me what educational steps I need to take, so that when I start school, I know where I'm going and how to get there. ”

*Sidney  
WorkReady Participant, 2013*



Youth-focused, workforce-development and education initiatives fall under the purview of the Council, a standing committee of the Philadelphia Works Board. PYN is the managing partner of the Project U-Turn and WorkReady Philadelphia campaigns and provides oversight to programs funded under both umbrellas.