

Partnering to Recruit Youth Harder-to-Serve “The Chattanooga Story”



Chattanooga, Tennessee

The Partners



Southeast Tennessee Development District LWIA5

&



City of Chattanooga Department of Youth & Family Development

Chattanooga Ambassador Program

Program Design

How Does the Chattanooga Partnership Work?

Partners first recognize commonalities:

- Shared Interest (Providing Services)
- Common Customer Base (Those Harder-to-Serve)
- Mandates (City, Region, State, Federal, and other)
- Fluid Resources
- Partial Framework for Success
- Referral Services
- Desire to Avoid Duplication of Services
- Desire for Stronger Community
- Services Aimed at Meeting Needs
- Intended Outcomes



Program Design



Partners recognize the “Win-Win-Win” Situation

Tearing Down the Silos

LWIA5 and DYFD regularly discuss youth and service strategies

Dialogue

Maintaining ongoing dialogue on youth issues and challenges is key to successful partnerships. Exchange of information. Invitations to events. Clear understanding of who does what? How does it fit? Why do it?

Recruiting Youth Prospects

The LWIA5 & DYFD partnership provides a strategy for identifying youth with needs and barriers. DYFD operates 18 community centers serving thousands of youth and young adults. Services include leadership and character development, literacy, career exploration, stewardship, and prevention/intervention strategies. The partners meet to present available resources to help youth meet goals and remove barriers.

Program Design Continued



Eligibility/Suitability

Partners meet to determine eligibility and suitability when youth are identified for service. Sequencing is important in the recruitment process. Youth determined to need additional preparation continue receiving services through the DYFD and can be referred to LWIA5 at a later date.

Enrollment

Eligible and suitable students are enrolled and services provided. LWIA5 and DYFD can tailor services and programs to meet the needs of youth harder-to-serve.

Services Rendered

LWIA5 and DYFD partner to provide services leading to the removal of barriers, attainment of credentials, and achievement of goals



DYFD Strategies



- City of Chattanooga Department of Youth & Family Development developed a program known as CAP (Chattanooga Ambassador Program)
- CAP provides resources for 50 youth with barriers to develop character and leadership skills; and to assist youth and their families to measurably work toward an improving quality of life
- CAP students are identified by the Chattanooga Community
 - Schools
 - Faith-based Institutions
 - Nonprofits

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DYFD Strategies

- Community members serve as **supporters and mentors**
- Community assists in providing a **range** of services and programs
- Community **shares** information and opportunities for CAP students
- Community provides input to determine best **approaches** to assisting students

DYFD Strategies

- CAP youth participate in a **48 weeks** training initiative leading to a range of outcomes for youth
- CAP identifies additional **resources** needed for individual youth
- LWIA5 and other partnerships are invoked to provide **services** and help to reduce or eliminate **barriers** leading to youth **goal** attainment

CAP Girls Training Day



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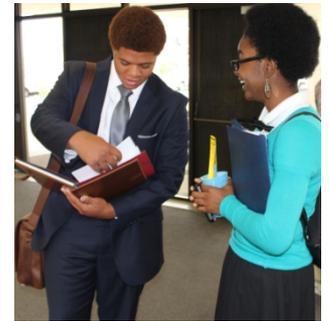
Other DYFD Recruitment Strategies

Chattanooga Youth Councils

April 2014 - 80 youth, ages 13 – 19, trained in parliamentary procedure, civic engagement, principles of decision-making, leadership, negotiations, and how to conduct a meeting.

Chattanooga Temps for Teens

May/June 2014 - 162 youth ages 16 – 19 provided job preparation training and certification including leadership skills, work readiness, and interview strategies. Chattanooga Area Regional Transportation Authority provided six weeks of transportation to and from job search or summer job placement.



Partnership Outcomes

- CAP students enrolled with LWIA5, receiving additional services and summer work experience
- Large pool of students available for partners to assess, serve, or consider for enrollment or core services
- Strengthening partnership and strategies to recruit other harder-to serve youth

Not So Hard-to-Serve After All



Chattanooga, Tennessee