

Developing Effective Career Development, Recruitment and Placement Strategies

DOL/ETA YouthBuild
Grants Management &
Region 3 Peer to Peer
Forum

May 23-24, 2013



YouthBuild



Purpose

- To challenge programs to think through their own recruitment, career development and placement processes
- To share practical and effective strategies that programs can implement
- To provide real life examples



RECRUITMENT STRATEGIES

T. A. G

Step 1

Target

Step 2

Advertise

Step 3

Generate



TARGET

If you fail to plan you plan to fail.....DEVELOP YOUR PLAN

- Know your enrollment goal
 - Refer to Statement of Work
 - Per Cohort
 - Recruitment time frame
- Know the focus of your program
 - PSE driven
 - Apprenticeship driven
 - Employment or Entrepreneurship driven
- Know what type of young person are you looking for?
 - Make sure they meet eligibility requirements



ADVERTISE

MAKE NEW FRIENDS, BUT KEEP THE OLD

- BE CURRENT

- Social Media (get people talking)

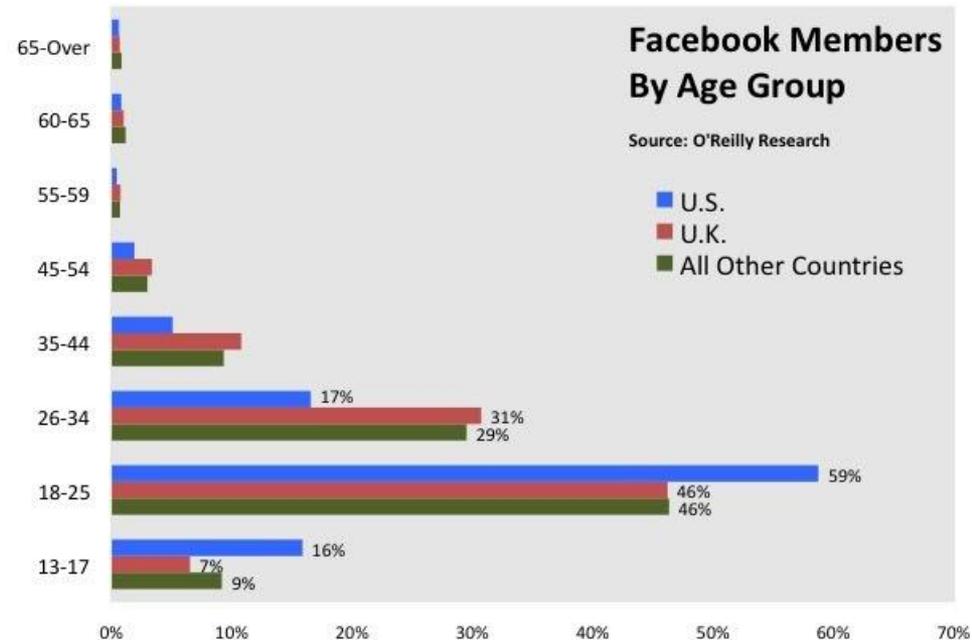


- BE SEEN

- Website, Newsprint, TV
- Events (Community, Partners, etc..)
- Face to Face contacts
- Adequate signage

- BE ATTRACTIVE

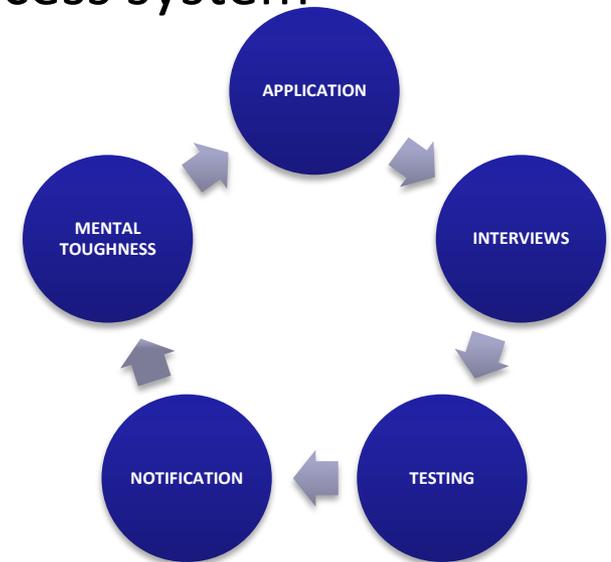
- Emphasis placement –program focus
- Staff attitudes
- Professionalism



GENERATE

YOUNG PEOPLE WANT TO BE A PART OF SOMETHING “GOOD”

- Have vehicles by which young people want to get involved
 - Conduct Open Houses - Schedule throughout recruitment period or throughout the year
 - Create the “WOW” factor
 - Applications, schedule interviews – short turn around time
- Have a “just for dummies” internal process system
 - Organization increases your capacity to generate
- Have a well planned mental toughness
 - Emphasize post program placement
 - Typically 2 weeks



CAREER DEVELOPMENT STRATEGIES

D.I.S

Step 1

Discover

Step 2

Increase
knowledge

Step 3

Showtime



Discovery

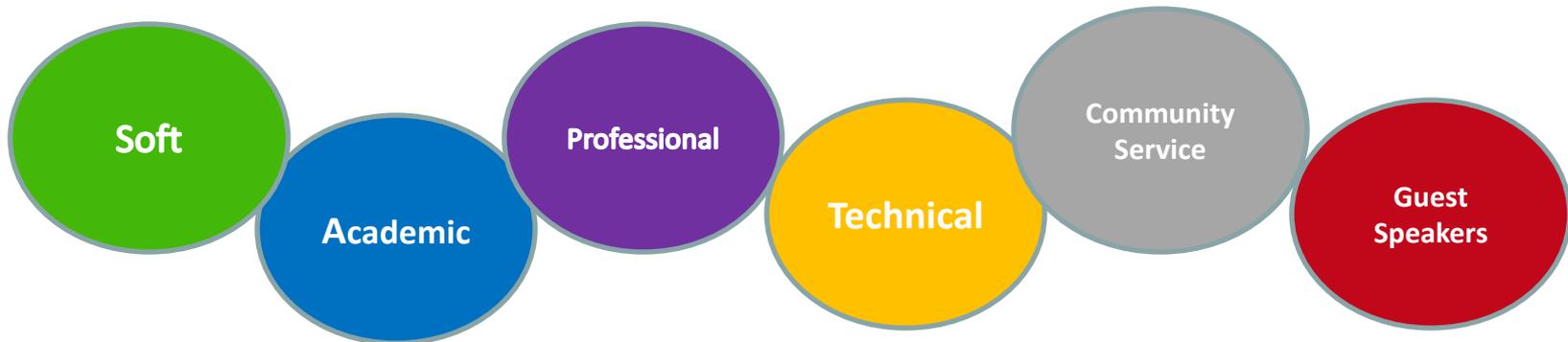
HOW DID *YOU* DISCOVER YOUR GIFTS AND INTERESTS?

- Provide a safe environment for self express
 - Clear program boundaries/guidelines (i.e. Each young persons' gifts and skills are important and should be celebrated)
- Provide a variety of assessments to give understanding
 - Personality, qualities, learning styles, career assessments
- Provide lively comprehensive IDP's (Individual Development Plan)
 - Should be done with the young person, **not to the young person**
 - Frequent updates, check-ins



Knowledge

SKILL BUILDING

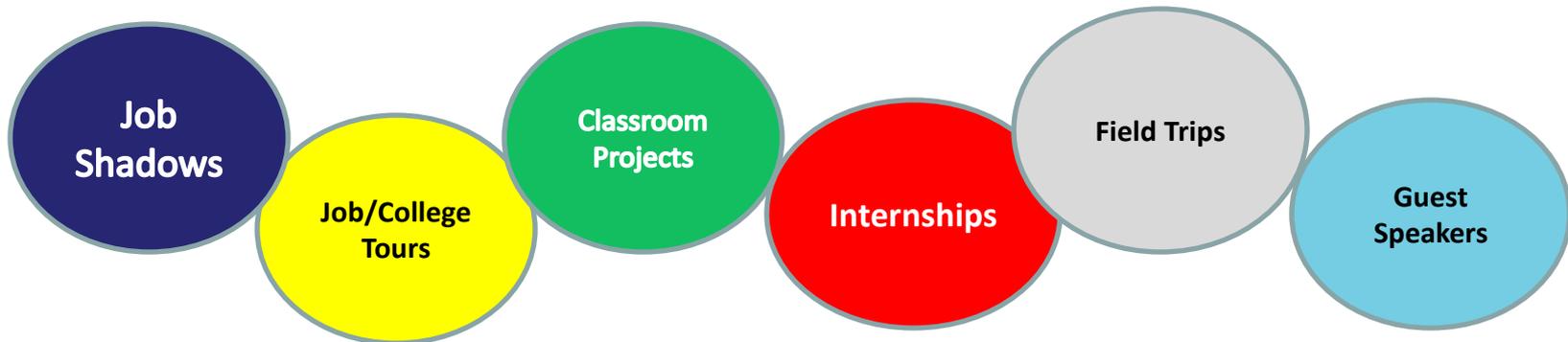


“If we are growing we are always going to be outside our comfort zone.” *John Maxwell*



Showtime

EARLY EXPOSURE



“..if you’ve never seen success mirrored to you in any way in your family or your community the first time you see it you say, *What’s wrong with me?* And that’s because you haven’t been **exposed** to it” *Oprah Winfrey*



PLACEMENT STRATEGIES

B.I.G

Step 1

Buy-In

Step 2

Incorporate

Step 3

Grow



Buy-In

“Life After YouthBuild At the Beginning”

- Develop a Vision
 - Program & Youth --PSE, Employment, Training/Apprenticeship
 - Benefits
- Develop a timetable
 - 120 Day Calendar
 - Review IDP
- Develop Strong Partnerships that support your vision
 - Open Discussions: Active MOU’s
 - Dual enrollment
 - Employer pool



Incorporate

Everyone is responsible for placement

- Demonstrate a program calendar that integrates post placement activities
- Demonstrate youth accountability in placement process
 - Research areas of interest: come to a decision
 - Job shadow/internship evaluations
- Demonstrate program culture that promotes placement
 - Create PSE/Career center
 - Local One Stop Center



Grow

- Build youth support systems

- Mentors
- Transitional services
- Larger YB field

- Build your network

- Employer Advisory Committee
- Alumni Committee



- Build upon relationships with current placements

- Intentional involvement
- Evaluations: mutual benefits



FINALE

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