

GRADS *of* **LIFE**

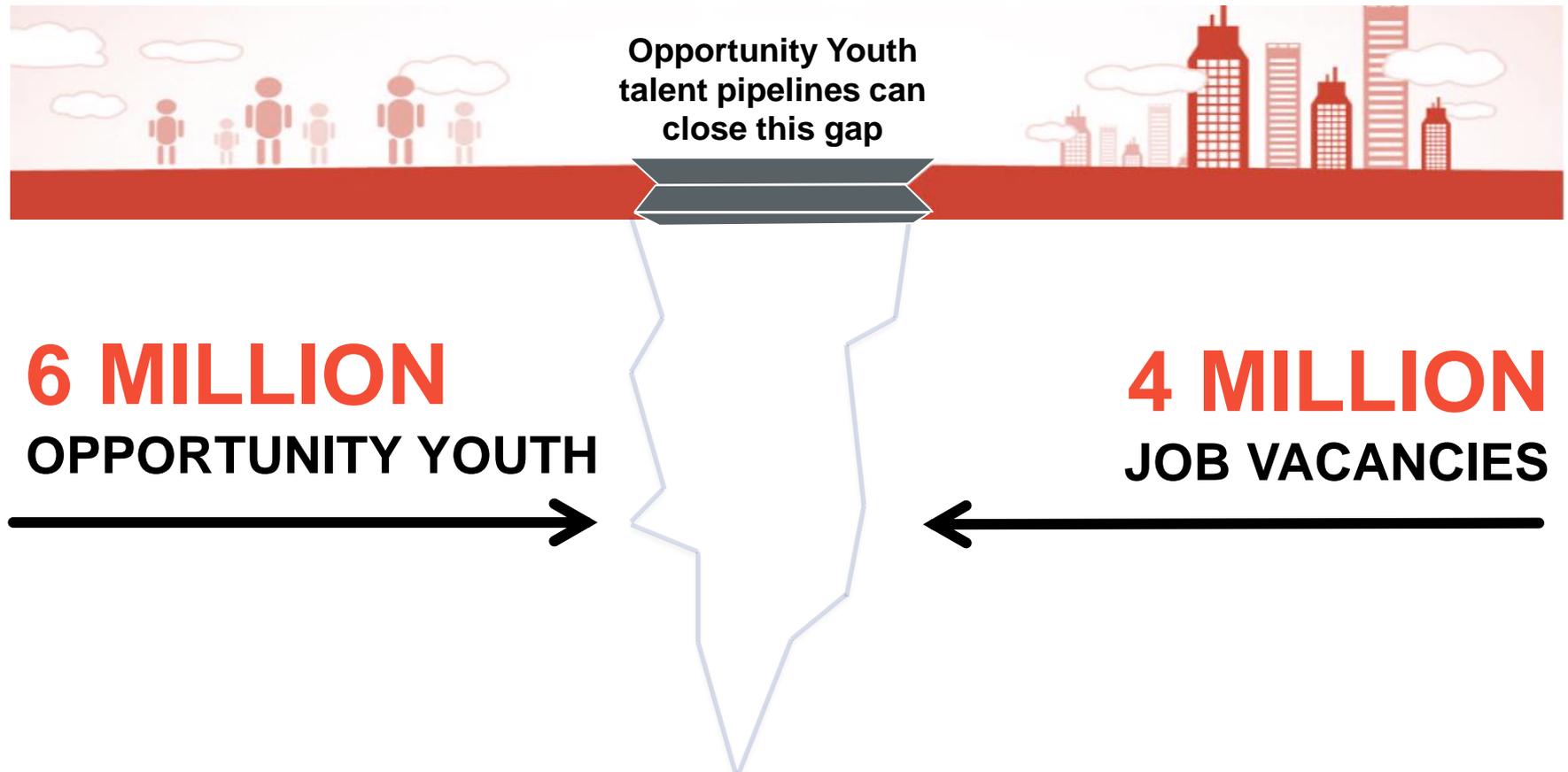
GRADS OF LIFE

Opportunity Youth Talent Pipelines:
A Solution to America's Business Needs

Reinventing Our Communities Conference
September 21, 2016

THE OPPORTUNITY DIVIDE

1 in 7 young adults in the U.S. have not obtained a college degree and are neither in school nor working



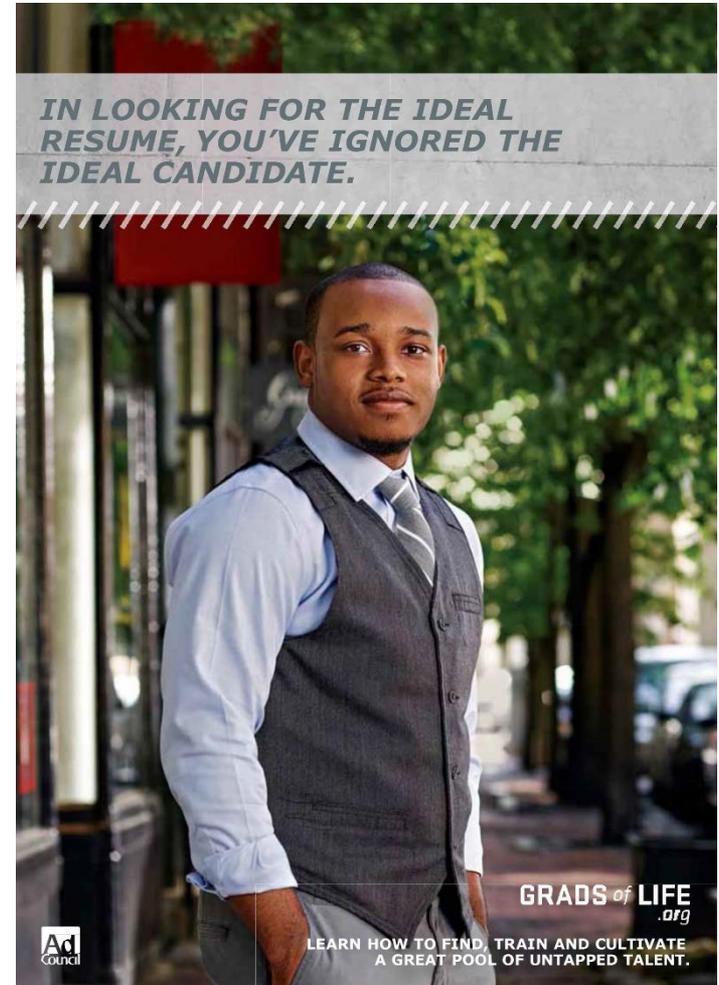
GRADS OF LIFE

The leading resource for employers on how to build Opportunity Youth pipelines

Grads of Life is a national campaign designed to change perceptions employers have of young adults who have not yet obtained a college credential, so that they are seen as economic assets instead of social liabilities.

The campaign also works to build the talent marketplace by helping employers create innovative solutions to access this untapped pool of **nearly six million people.**

Our work allows companies to address their talent shortages while increasing opportunities for young people.



ONGOING BUSINESS CASE RESEARCH

- To explore the unseen financial consequences of “**upcredentialing**” (requiring increasingly higher levels of education for job applicants) for middle-skill jobs
- **Case studies** on companies that have accessed sources of non-traditional applicants to meet their talent needs
- Will position **Opportunity Youth talent pipelines** as an economically viable alternative to upcredentialing



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BUSINESS BENEFITS OF OPPORTUNITY YOUTH TALENT PIPELINES

- Interview costs
- Trial hiring period from internships and apprenticeships (work based learning)
- Skill assessment and pre-screening

RECRUITING EFFICIENCY



- Pre-employment training
- Ongoing immersive training (work based learning)
- Support for supervisors post-hire

ONBOARDING & TRAINING



- Access to diverse candidates
- Employees mirror community/customers
- Productivity, collaboration, and innovation from diversity

DIVERSITY



- Turnover costs
- Productivity from longevity
- Employee engagement

RETENTION & EMPLOYEE PRODUCTIVITY



- Wages, other compensation and benefits differentials
- Government workforce incentives

LABOR COSTS



- Goodwill
- Value of reputation/PR
- Reduced tax burdens
- Reduced social costs

GOODWILL & COMMUNITY BENEFITS



OPPORTUNITY YOUTH PIPELINE STEPS





STATE STREET®

Program: Partners with Year Up and other community-based organizations to provide internships

Strategy: State Street places Year Up graduates into entry-level positions that were traditionally filled with graduates from four-year colleges

Results: Fills **50-60 entry-level positions** in IT and Finance each year

Nearly **800 Year Up students** have interned at State Street throughout the partnership

Has **hired over 350** interns as **full-time employees**

10-20% better retention rates for the entry-level IT and Finance roles that Year Up graduates take on full-time

Established a trusted, **market-responsive** resource for training **skilled local talent**

"Year Up is one of our strongest community based partners because they provide the pipeline of talented, trainable, enthusiastic youth for our entry-level openings."

Richard Curtis, Vice President of Workforce Development at State Street Corporation

Program: This Way Ahead

Strategy: Partnered with The Door and other youth-serving non-profits to offer young adults part-time jobs along with skills building and career readiness training

Results: 76% of youth demonstrated improvements in skills needed to get a first job

74% of employee volunteers said the program improved their leadership skills

51% of youth showed improved confidence

100% of employee volunteers said that This Way Ahead made them “extremely proud to be Gap Inc. employees”

"As an employer, we have a unique opportunity to provide youth with a window into the world of work."

Gail Gershon, Executive Director of Community Leadership, Gap Inc.



GRADS OF LIFE WEBSITE

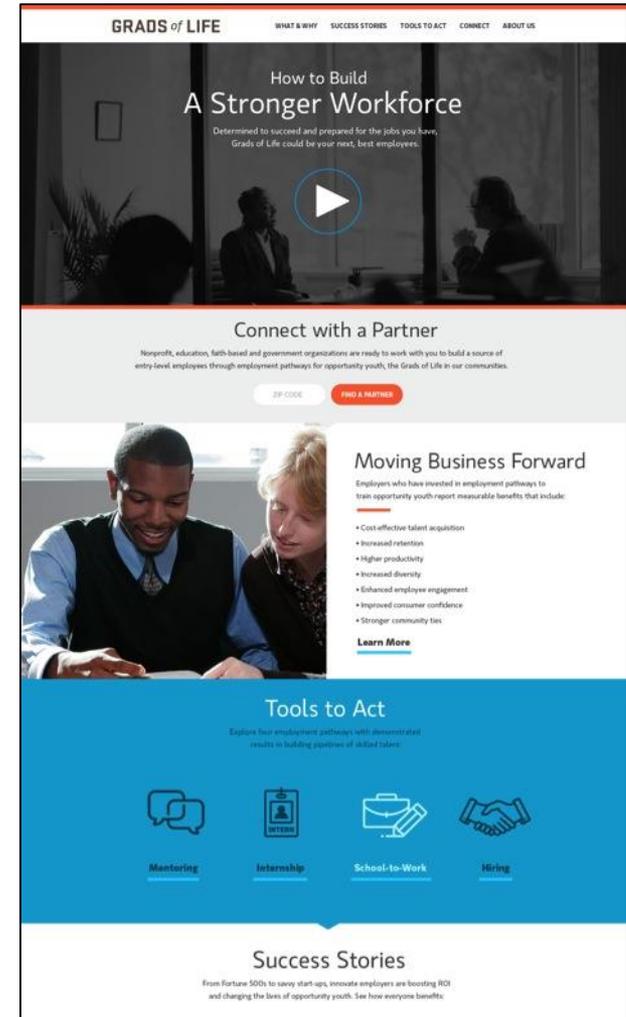
GRADSOFLIFE.ORG

WHAT IS IT?

A website (accompanying the PSA campaign) designed specifically for employers; it provides compelling evidence, tools and partners employers need to develop, mentor, train and hire opportunity youth.

TOOLS & RESOURCES:

- Employer OY pipeline case studies
- Workforce training partner directory
- How-to Guides to help employers bring on OY talent



PARTNERING WITH GRADS OF LIFE

Youth-serving non-profit organizations

- Join our partner directory
- Let us know what work you are doing with employers
- Learn about best practices from www.gradsoflife.org

Employers

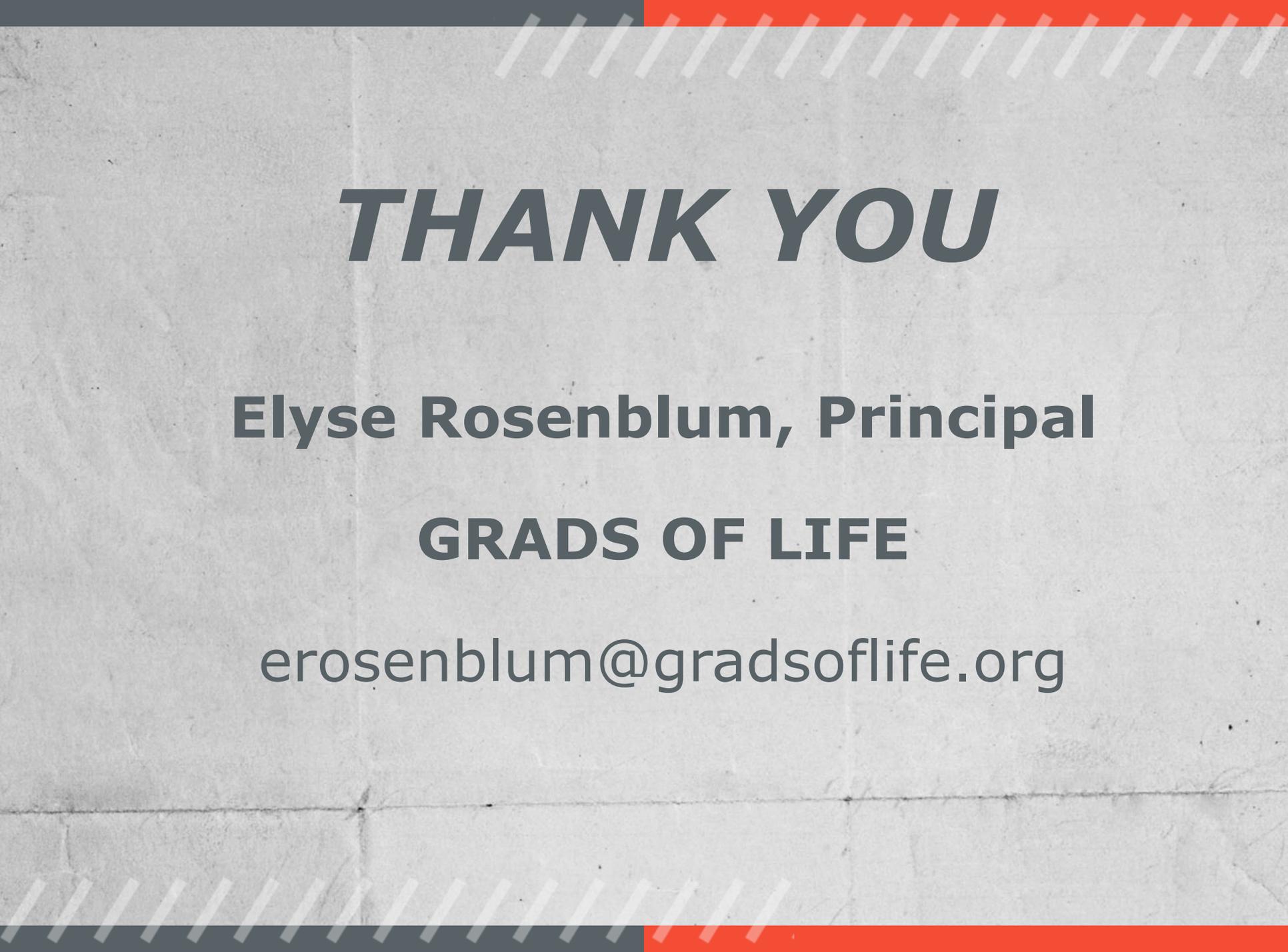
- Build an Opportunity Youth Pipeline with us
- Share your success stories to publish on our website
- Blog on Forbes.com about your talent needs and experiences

Government entities

- Introduce Grads of Life to employer and business partners
- Share local success stories with us
- Introduce us to great non-profit organizations in your state

All

- Share the Grads of Life PSA on your social media channels
- Recommend non-profit organizations for the Grads of Life partner directory
- Use the tools and resources on www.gradsoflife.org



THANK YOU

Elyse Rosenblum, Principal

GRADS OF LIFE

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