GRADS OF LIFE

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

Reinventing Our Communities Conference
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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.

6 MILLION OPPORTUNITY YOUTH

4 MILLION JOB VACANCIES

Opportunity Youth talent pipelines can close this gap.
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
BUSINESS BENEFITS OF OPPORTUNITY YOUTH TALENT PIPELINES

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

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

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

**RETENTION & EMPLOYEE PRODUCTIVITY**
- Turnover costs
- Productivity from longevity
- Employee engagement

**LABOR COSTS**
- Wages, other compensation and benefits differentials
- Government workforce incentives

**GOODWILL & COMMUNITY BENEFITS**
- Goodwill
- Value of reputation/PR
- Reduced tax burdens
- Reduced social costs

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OPPORTUNITY YOUTH PIPELINE STEPS

OUTREACH & ASSESSMENT
- Employers: Communicate talent needs
- Support

SKILL DEVELOPMENT
- Employers: Provide input on curriculum
- Support

WORK-BASED EXPERIENCE
- Employers: Provide structured on-site opportunity
- Lead

HIRING
- Employers: Provide employment within organization or professional reference for alternative opportunities
- Lead

RETENTION
- Employers: Provide on-the-job training, coaching, and support
- Lead

PARTNER
- Provider: Find and prepare young adults
- Lead
- Provider: Provide technical and soft skill development
- Lead
- Provider: Support employer and young adult experience
- Support
- Provider: Advise young adult and provide coaching
- Support
- Provider: Provide continued mentoring to young adult
- Support

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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.
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
| 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

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