OUR YOUNG PEOPLE: PARTICULARLY AT RISK IN RECOVERY

Typical ‘Jobs Ladder’

The ‘Jobs Ladder’ During the Great Recession

- Shifting Economic Opportunities
- Persistent and Reinforced Racial Disparities
- Scarring: Negative Long-Term Impacts

Narrower Ladder: Fewer Jobs Overall
Missing Rungs: Some Levels of Management Eliminated and Advancement Pathways Disrupted

OUR STRATEGIC IMPERATIVES

Near-Term: Leverage existing infrastructure and partnerships to create opportunities for graduating classes experiencing significant disruptions to their education and career pathways

Long-Term: Ensure embedded progress is maintained, while insisting a “new normal” facilitates greater economic mobility for New Orleans public school graduates.
In this time of great need and uncertainty, we believe building bridges between school and work is even more essential.

*Our Mission:* YouthForce NOLA (YouthForce) is an education, business, and civic collaborative that builds bridges between school and work. Through our network of partner schools, employers, training providers, and community organizations, YouthForce is opening more doors to economic opportunity for New Orleans students.
2025 GOALS: READINESS AND SUCCESS IN QUALITY JOBS

New Orleans Class of 2025

50%

Will have necessary soft skills and career experiences and some may earn a credential

20%

Will attain promising or good jobs, or will do so within two years of completing the twelfth grade

DEFINITIONS OF SUCCESS

- Soft skills and career experiences will provide students with the knowledge, confidence, agency, network, and self-advocacy skills to pursue their post-secondary plans, whether those be additional education or going straight to work.
- Career experiences include site visits, job shadows, consultancies, internships, panels, etc.
- 25% will earn an advanced credential while in HS*

- Good jobs are defined as:
  1) Paying regional median wage** or higher
  2) Including benefits
  3) Involving advancement potential

- Promising jobs are defined as:
  1) Paying a living wage or higher***
  2) Including benefits
  3) Potential to advance to “good job” w/in 2 years

*Credentialing goal assumes availability of testing options for students.
**New Orleans/Metairie median annualized wage as of May 2019 is $35,600/year ($17.12/hour); Bureau of Labor Statistics.
***Minimum wage as of Q1 2020 is $24,960/year ($12.01/hour); MIT Living Wage Calculator.
Our shared vision: New Orleans public school graduates will thrive economically as a result of being the most sought-after talent for hiring and advancement in our region’s high-wage career pathways.
OUR 2020-22 PIVOT STRATEGY
YouthForce must be nimble and responsive given the evolving understanding of the virus and context in which our partners operate.

Our operating assumptions:

- Phased reopening of our economy will be an iterative process.
- Schools and businesses will be on cycles of disruption for at least the next two school years.
- Insights from this period of change will ultimately shape a longer-term vision.
- Aspects of previously planned programs or strategies will be infeasible or deprioritized.

**Making Progress Towards a New Normal**

- **2020-21 School Year:** YouthForce will maximize virtual learning opportunities with stakeholders and youth. Staff will be largely remote.
- **2021-22 School Year:** Targeted opportunities to resume in-person sessions.
- **2022-23 School Year:** Assume a “new normal” as a hybrid organization, with a continued emphasis on virtual enhancements.
We must evolve our strategy across the career preparation continuum to deliver virtual soft skill and technical programming, to benefit students and prepare them for employment in our new economy.

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<tr>
<th>Inspire</th>
<th>Prepare</th>
<th>Launch</th>
<th>Connect</th>
<th>Advance</th>
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<tbody>
<tr>
<td>Middle School - 12th Grade</td>
<td>Post Secondary</td>
<td>FT Employment</td>
<td>Post-Hire</td>
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<td>Expand reach of career awareness and exploration activities to include graduating classes.</td>
<td>Incorporate virtual consultancies and internships into work-based learning and technical instruction.</td>
<td>Expand bridge year offerings to allow more graduates to ‘shelter in school’ - for free.</td>
<td>Connect graduating students to immediate workforce opportunities while providing ongoing job navigation and onboarding support.</td>
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YouthForce will incorporate learnings from virtual engagement to inform how we scale in service of our long term goals.

Ultimately, investing in a robust virtual model today may make it possible to achieve more ambitious outcomes tomorrow.
While we acknowledge that conditions will continue to evolve in uncertain ways, we are also resolved in the need to set forth on a course and devote resources to meaningfully achieve our desired outcomes. Nonetheless, our strategy will be grounded in guiding principles, enabling agility and a focus on mission.

For Making Decisions:

- Prioritize health and safety of the community
- Evolve strategy while maintaining or increasing impact
- Use our vision, mission, values (esp. equity), and community input as guideposts

For (Re)designing Programs:

- Prioritize soft skills: transferable & foundational
- Lean in on career awareness & planning
- Cultivate networks and social capital
- Innovate learning by doing in a virtual context
STRATEGY GROUNDED IN ECOSYSTEM NEEDS

High quality virtual career awareness offerings exist along the career readiness continuum

Student-facing soft skills training & work experiences are quality, accessible, and scalable

Training Provider Partners develop robust virtual instruction & sustain pre-COVID momentum

LAUNCH/ Extension Academies are supporting a significant percentage of grads in transitioning to post-secondary

Employers continue to be engaged in work-based learning and increasingly hire our grads

Educators value and are supported to integrate CTE and soft skills into the school experience

State and Local Policies, including funding, remain the same or stronger (i.e., more enabling)

Families are engaged & receiving consistent, quality information

Systems-Level Data are increasingly accessible and actionable

Recent Graduates (CO2019-21) are protected from recession (i.e., getting jobs, enrolled in post-secondary)
OUR STRATEGIC PRIORITIES: 2020-2022

SYSTEMS INTERMEDIARY
- Elevate Youth of Color throughout pandemic and recovery
- Advance student readiness via a network of capable, committed partners
- Increase student success by removing barriers and sustaining momentum

HIGH QUALITY WORK-BASED LEARNING
- Deploy talented youth to immediate job opportunities
- Expand opportunities for bridge year programs
- Innovate in virtual career-connected learning for our students

THRIVING & SUSTAINING ORGANIZATION
- Strengthen and evolve YouthForce via systems, diversity, and belonging initiatives
Our Priorities

Elevate Youth of Color throughout pandemic and recovery

Advance student readiness via a network of capable, committed partners

Increase student success by removing barriers and sustaining momentum

Our Plan

● Youth-centric communications and marketing strategy
● Robust, two-way youth engagement strategy and staffing model
● Direct-to-family engagement strategy

● Virtual and asynchronous soft skills training, support, and resources
● Employer engagement to change beliefs and solidify commitment
● Career pathways support for school leaders and staff
● Training provider support to ensure capacity and sustainability

● Collaboratively defined CTE policy agenda
● Labor market analysis and planning
● Evaluation framework for system goals and efficient data collection
ENSURE HIGH QUALITY WORK-BASED LEARNING

Our Priorities

- Deploy talented youth to immediate job opportunities
- Expand opportunities for bridge year programs
- Innovate in virtual career-connected learning for our students

Our Plan

- Meaningful support for YouthForce’s collective young people, including LAUNCH and Internship alums, in securing good or promising jobs
- High quality bridge year experience that equips participants
- Industry partnerships to connect young adults to internships
- Outstanding virtual internship programs
- Virtual Employer Hub to promote career awareness and exposure
BUILD A THRIVING AND SUSTAINING ORGANIZATION

Our Priorities

Strengthen and evolve YouthForce via systems, diversity, and belonging initiatives

Our Plan

- Ongoing updates to organizational policies and systems to support effective scaling and remote work
- Action plan for an increasingly diverse, inclusive, and equitable organization
- Diverse and increasing revenue streams, including federal, individual and corporate funding
OUR YOUNG PEOPLE CAN DO THIS, AND SO CAN YOU

Thank you for your partnership.
From Jan-Sep 2020, YouthForce worked in partnership with trepwise, a New Orleans-based growth consulting firm, to carry out an iterative and stakeholder-informed planning process, including engagement of dozens of individuals and organizations across the ecosystem.
In addition to regular engagement with YouthForce NOLA leadership and team members, our pivot planning process was informed by feedback from more than 30 organizational stakeholders from across the Greater New Orleans region.

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<td>● Business Council of New Orleans and the River Region</td>
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<td>● United Way of Southeast Louisiana</td>
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<td>● Urban League Louisiana</td>
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<td>● YouthForce Training Provider Advisory Council</td>
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<td>● Canal Barge</td>
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<td>● Community Works</td>
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<td>● Crescent Capital Consulting, LLC</td>
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<td>● Dat Dogs Enterprises, LLC</td>
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<td>● Fleurish Printing</td>
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<td>● Lambeth House-Broadway Services</td>
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<td>● LCMC Health</td>
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<td>● Louisiana Public Health Institute</td>
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<td>● Lucid</td>
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<td>● Making Connections New Orleans</td>
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<td>● Ochsner Health System</td>
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<td>● Phillips 66 Alliance Refinery</td>
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<td>● Sheraton New Orleans Hotel</td>
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<td>● Torsh</td>
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<td>● Upturn Arts</td>
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<td>● Woodward Design+Build</td>
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COLLABORATIVE STEERING COMMITTEE MEMBERS

- Baptist Community Ministries
- City of New Orleans
- Greater New Orleans, Inc.
- JPMorgan Chase Foundation
- Junior Achievement of Greater New Orleans
- Louisiana Department of Education
- New Orleans Business Alliance
- New Orleans Career Center
- New Schools for New Orleans
- NOLA Public Schools
- United Way of Southeast Louisiana
- Urban League of Louisiana
SCHOOL PARTNERS

- Abramson Sci Academy
- Booker T. Washington High School
- Opportunities Academy
- Edna Karr High School
- Einstein: Sarah T. Reed High School
- Eleanor McMain Secondary School
- Frederick A. Douglass High School
- G.W. Carver High School
- International High School of New Orleans
- John F. Kennedy High School
- Dr. L.B. Landry High School
- Living School
- Livingston Collegiate Academy
- McDonogh 35 Senior High School
- Morris Jeff Community School - High School
- New Harmony High School
- New Orleans Charter Science and Mathematics High School (Sci High)
- New Orleans Military and Maritime Academy (NOMMA)
- New Orleans Accelerated High School
- Rooted School
- Rosenwald Collegiate Academy
- Sophie B. Wright Charter School
- The Net Charter High School: Central City
- The Net Charter High School: Gentilly
- Walter L. Cohen College Prep
- Warren Easton Charter High School
TRAINING PROVIDER PARTNERS

- Delgado Community College
- Gateway EMS (GEMS)
- New Orleans Career Center (NOCC)
- New Orleans Technical Education Provider (NOTEP)
- New Orleans Video Access Center (NOVAC)

- Nunez Community College
- Operation Spark
- Southern New Hampshire University (SNHU)
- Spark Mindset
EMPLOYER PARTNERS

- A Community Voice
- Acadian Ambulance Services
- ALAS
- Audubon Institute
- BAMM Communications
- Baptist Community Ministries
- Campo Architects
- Capital One
- Community Works of Louisiana
- Cushing Terrell
- Delgado Community College Fab Lab
- Deloitte
- DePaul Community Health Centers
- Elevated Wealth Group
- Entergy
- EskewDumezRipple
- Fleurish Printing
- FLOSS, Inc.
- Flyte
- FOHR Media
- GrowHaus Studio
- Jacobs Engineering
- Launch NOLA
- LCMC Health
- Louisiana Public Health Institute
- Lucid, LLC
- Woodward Design + Build
- Greater New Orleans, Inc.
- Intralox
- Laitram
- LSU Health Sciences Center
- Universal Data, Inc.
- National Organization of Minority Architects
- New Orleans Business Alliance
- New Orleans Bioinnovation Center
- New Orleans Jazz Orchestra
- New Orleans Video Access Center
- New Orleans Technical Education Provider
- New Orleans & Company
- Operation Spark
- NOLAVATE Black
- Ochsner Health
- Omerge Alliances
- Online Optimism
- Phillips 66 Alliance Refinery
- Ragusa Consulting
- Raire Label
- SeatGeek
- Southern New Hampshire University
- Square Button Consulting
- Spark Mindset
- TOD Photography
- UNO Engineering Department
- VentureWalk
- VIA LINK