

Durham County Commissioners

October 7, 2109





Introduction

Andre Pettigrew

Director, Office of Economic and Workforce Development





Developing the Durham Youth Talent Pipeline

Paul Grantham

Chair, Durham Workforce Development Board

AVP, Communication Services, Duke University & Health System



Emerging Areas of Focus

- Developing a pipeline of talent
 - Identifying future needs
 - Developing programs to support needs
 - Engaging students/participation
 - Increasing Paid Youth Internships



Strategic Partners

Adria Graham Scott

Senior Workforce Development Manager,
Office of Economic & Workforce Development



COLLABORATIVE SPACE



DURHAM
PUBLIC SCHOOLS



**MADE
IN DURHAM**
Preparing Our Youth for Careers

The logo for Made in Durham, featuring a stylized group of people in green and red, with the text "MADE IN DURHAM" in red and "Preparing Our Youth for Careers" in green below it.

3-2-1 WORK-BASED LEARNING INITIATIVE



DURHAM
PUBLIC SCHOOLS

Dr. Julie Pack, Executive Director
Durham Public Schools
Career and Technical Education

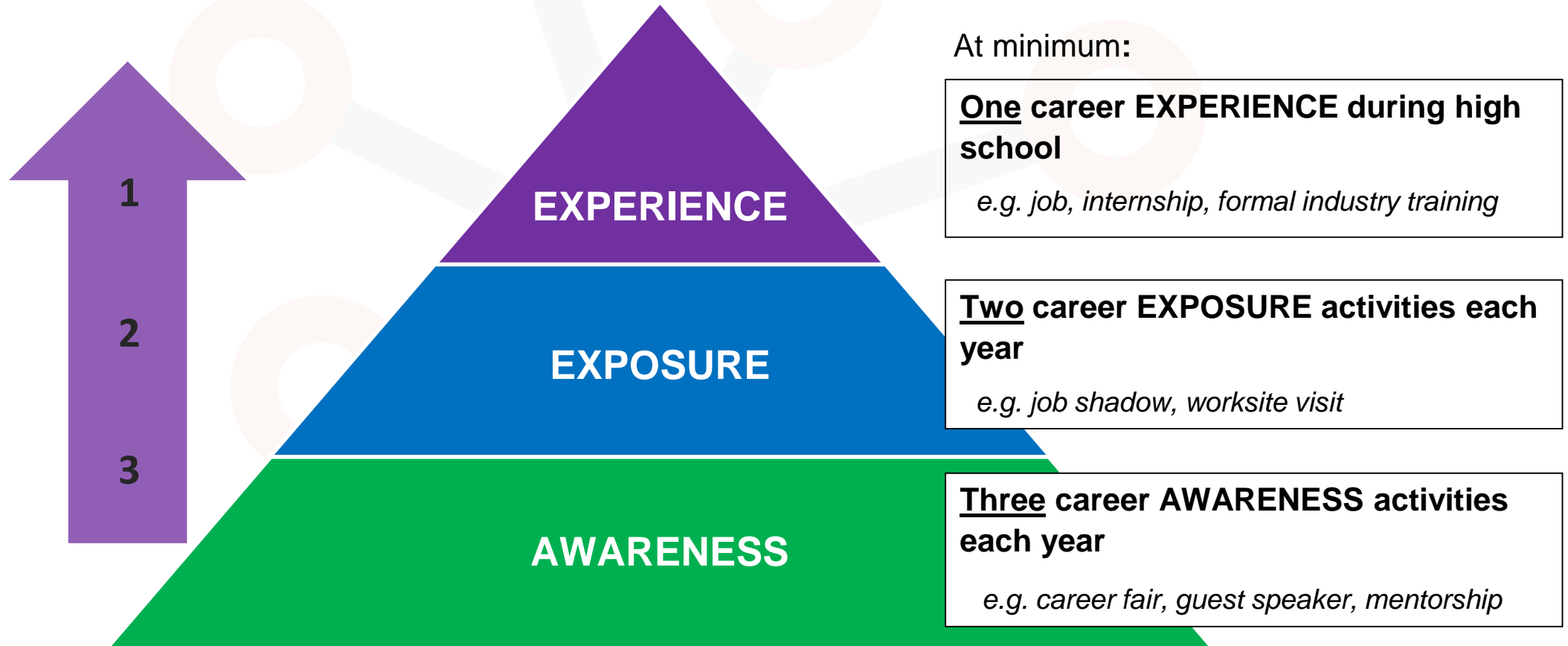


VISION

All Durham Public Schools students graduate, complete a post-secondary credential and begin a rewarding career by age 25.



3-2-1 WORK-BASED LEARNING FRAMEWORK





WORK-BASED LEARNING CONTINUUM




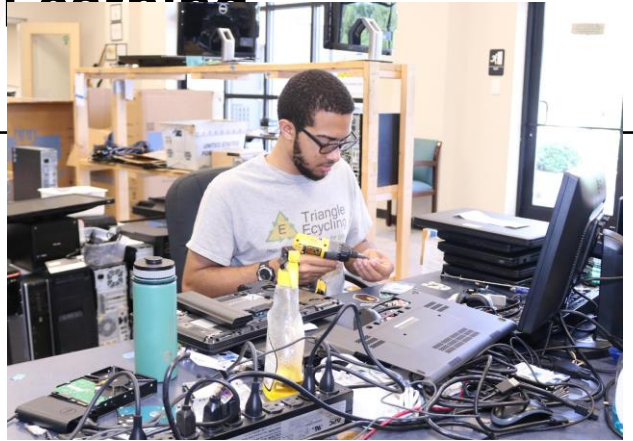
9 TH GRADE	Summer	10 TH GRADE	Summer	11 TH GRADE	Summer	12 TH GRADE
<ul style="list-style-type: none"> - Career Interest Assessment - Career Conversations - Field Experiences - Guest Speakers 	<ul style="list-style-type: none"> - Day In The Life 	<ul style="list-style-type: none"> - Speed Mentoring - Scholars-At-Work - Career Fair - Field Experiences - Guest Speakers 	<ul style="list-style-type: none"> - Internships & Jobs 	<ul style="list-style-type: none"> - Scholars-At-Work - Ready Set Go Career Readiness Expo - Career Fair - Field Experiences - Guest Speakers 	<ul style="list-style-type: none"> - Internships & Jobs 	<ul style="list-style-type: none"> - Job Fair - Mock Interviews - Resume Review - Ready Set Go Career Readiness Expo - Pre-Apprenticeship - Field Experiences - Guest Speakers

[3-2-1 Work-Based Learning Webpage](#)



	YEAR 1 – 9 TH grade 2,500 students	YEAR 2 – 9 TH & 10 TH grades 5,000 students
	Offer for 100% of ninth graders:	Add for tenth graders:
AWARENESS (3)	<ol style="list-style-type: none"> 1. Career interest inventory 2. Career Conversations 3. Guest speakers 	<ol style="list-style-type: none"> 1. Career fair 2. Speed mentoring 3. Guest speakers
EXPOSURE (2)	<ol style="list-style-type: none"> 1. Virtual job shadow A 2. Virtual job shadow B 	<ol style="list-style-type: none"> 1. Virtual job shadow A 2. Virtual job shadow B
EXPERIENCE (1)	Su 	Sus 



	YEAR 3 – 9 TH -11 TH grades 7,500 students	YEAR 4 – 9 TH -12 TH grades 10,000 students
	Add for eleventh graders:	Add for twelfth graders:
AWARENESS (3)	<ol style="list-style-type: none"> Career interest inventory Career fair Guest speakers 	<ol style="list-style-type: none"> Resume review / interview Career fair Guest speakers
EXPOSURE (2)	<ol style="list-style-type: none"> Field experience A Field experience B 	<ol style="list-style-type: none"> Field experience A Field experience B
EXPERIENCE (1)	<div>Work Based Learning</div> <div>   </div>	



PLANNING YEAR OUTCOMES (2018-2019)

DISTRICT PREPARATION

COMPLETED:

- Leadership endorsement
- Engagement with key internal and external stakeholders
- Pilot launched at one high school
- Expansion of work-based learning activities
- New and streamlined engagement systems for employers
- Determination of personnel requirements

IN PROGRESS:

- Developing school action plans (some already completed)
- Identifying technology platform and protocols for data collection
- Determining credential for graduating seniors
- **Systematizing employer engagement**



IGNITING LIMITLESS POTENTIAL

Durham Work-based Learning (WBL) Collaborative



Made in Durham's Collaborative Process



- **Made in Durham brings together youth, nonprofits, employers, government and educators to build systems to connect youth through education to careers**
- **In 2019, we launched the Durham Work-based Learning (WBL) Collaborative**

Former Durham WBL Systems— Connecting Youth to Employers

Youth



Image from
<http://comm.eval.org/youthfoc/usedevaluation/home>

Employers

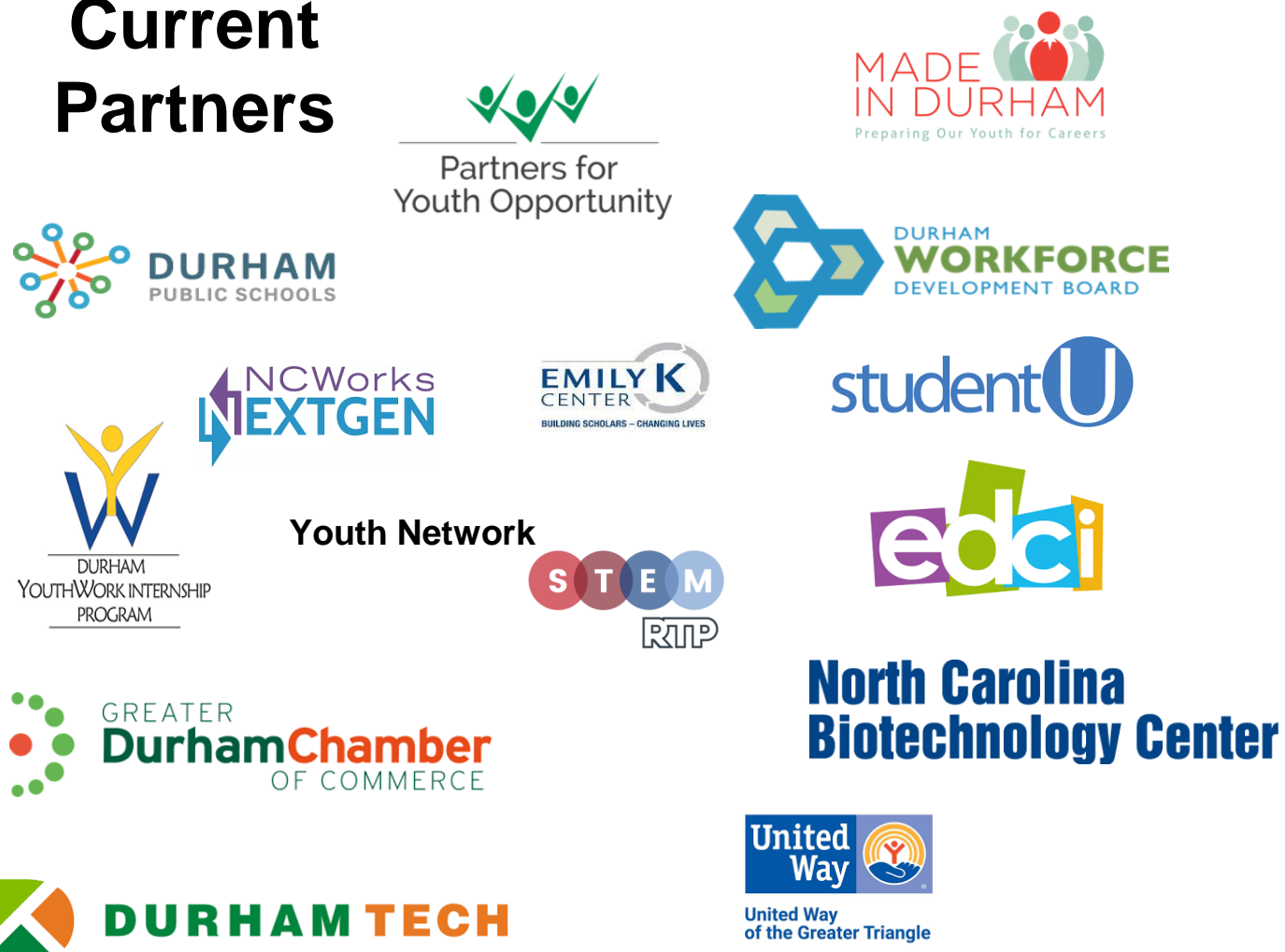


Image from
<https://www.uscis.gov/i-9-central/handbook-employers-m-274>



Building WBL Architecture— Collaborative Partnership

Current Partners



Future Partners



Employers

Industry Groups

**Durham
Universities**

**Other WBL/Youth
Serving Programs**

Building WBL Architecture— Publicity Campaign



- **Publicity Campaign runs from October through April**
- **Kick-off is Durham Magazine's October Education Issue with sponsored 8-page pullout focusing on YouthWork internship program**
- **Campaign includes traditional and social media**
- **Campaign includes pitch presentations on WBL participation**
- **Campaign calls for public recognition of participating businesses**
- **Test runs yielded referrals: 19 interns, 31 career conversations**

Building WBL Architecture— Shared Data Technology



Recommendation

Offer Discover Match Track Report

- Product ownership is a **must**. Taskforce has the *will* and potential *access to funds* for success, but needs product leadership and technical expertise. Hire a product owner or contract with a consultant.
- Use phased approach in product development
 - Break down the solution into separate components which will allow prioritization by importance
 - Fund each milestone
- A minimum viable solution will be a stitching of...
 1. Improved process & communication (e.g. Data sharing)
 2. Off-the-shelf tools (e.g. Free CRMs for employee and student/youth communication and progress monitoring)
 3. Custom tools

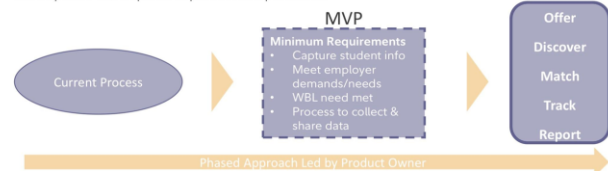
- Fidelity hosted the WBL Collaborative for a design workshop 7/24
- Recommended first product iteration to include Offer, Track, Report functionality
- Private foundation invited grant application to fund
- NCBCCE wants to partner to pilot on WBL Navigator

Recommendation

Hire Product Owner & Scope MVP

Product ownership of the solution is critical to success. The solution will require (1) process improvement & coordination and (2) product development and implementation.

We recommend hiring an individual or contracting a consultant to own the development and implementation of the solution. It is the responsibility of the product owner to scope the solution requirements that satisfy stakeholder needs, develop a project plan and timeline, manage resources, and development and implement product and processes.



Action Items

Focus on developing a minimum viable solution and develop proof points to support fundraising.

- ☐ Establish governance within taskforce – Leadership & responsibilities
- ☐ Define requirements of all stakeholders
- ☐ Install a product owner – Contract with consultant or make hire
- ☐ Develop early proof points for capital raising

Building WBL Architecture— Shared Language - Shared Goals

Work-based Learning Activities

Preparation

Awareness



Exposure



Experience



Work-based Learning Draft Language:

“WBL is a proven strategy benefitting both employers and youth which works by guiding youth through various work experiences towards career readiness.”

Work-based Learning Goals:

- ☐ Community-wide Architecture
- ☐ WBL Campaign
- ☐ Shared Data Technology Platform
- ☐ **DPS 9th Grade Pilot**
- ☐ **600 YouthWork Internships 2020**

DYIP 2019 Highlights



210 Internships

38 Pilot Participants

45 Host Sites

2021 Goal: 600
Internships

The Collective Ask

Durham Public School Private Sector participation in:

One career EXPERIENCE during high school

e.g. job, internship, formal industry training

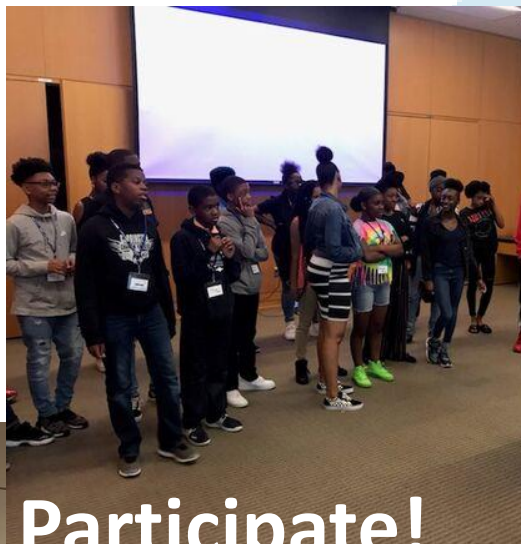
Two career EXPOSURE activities each year

e.g. job shadow, worksite visit

Three career AWARENESS activities each year

e.g. career fair, guest speaker, mentorship

Participate!



Engage!

The Collective Ask

Durham YouthWork Internship

Scholarship Host: The tuition for each intern is \$2,000.00. To avoid the HR challenge of on-boarding interns for a mere 6 week period, DYIP will handle all HR and payroll processes, including on-boarding and vetting. The host is simply invoiced for the \$2,000/intern tuition which is remitted directly to the program.

Program Investment. The estimated operating budget for 600 internships is \$1.2 million. The estimated operating budget for 1,000 internships is \$2 million. Partners are welcome to invest any amount, which goes directly towards supporting DYIP internship program participation



Participate!



Engage!

The Collective Ask



Blended Investment. A partner may wish to host an intern and contribute a portion of the \$2,000/intern cost.

In-kind Contribution. A partner can provide access to functions or resources that support the execution of all including: A facility to conduct 1-week Career Readiness training; Career Readiness Curriculum Development and Delivery (ex. printed materials, signage, etc.); Career Readiness Presenters; On-boarding; Selection and Vetting of Participants; Program Standards Development; Host Site Recruitment; Site Counselors and Oversight; Communications, Technology, Marketing; and Evaluations.

Site Hosting (100% subsidized). While every partner may not have the financial resources to contribute to, or fully cover, the \$2,000/intern cost of hosting an intern, there is still a high demand for host sites to accommodate the program expansion.



Engage!





Closing

Paul Grantham

Chair, Durham Workforce Development Board

AVP, Communication Services, Duke University & Health System



Questions

