



# MAKING THE CONNECTION:

**Young Talent and the Businesses Who Need It**

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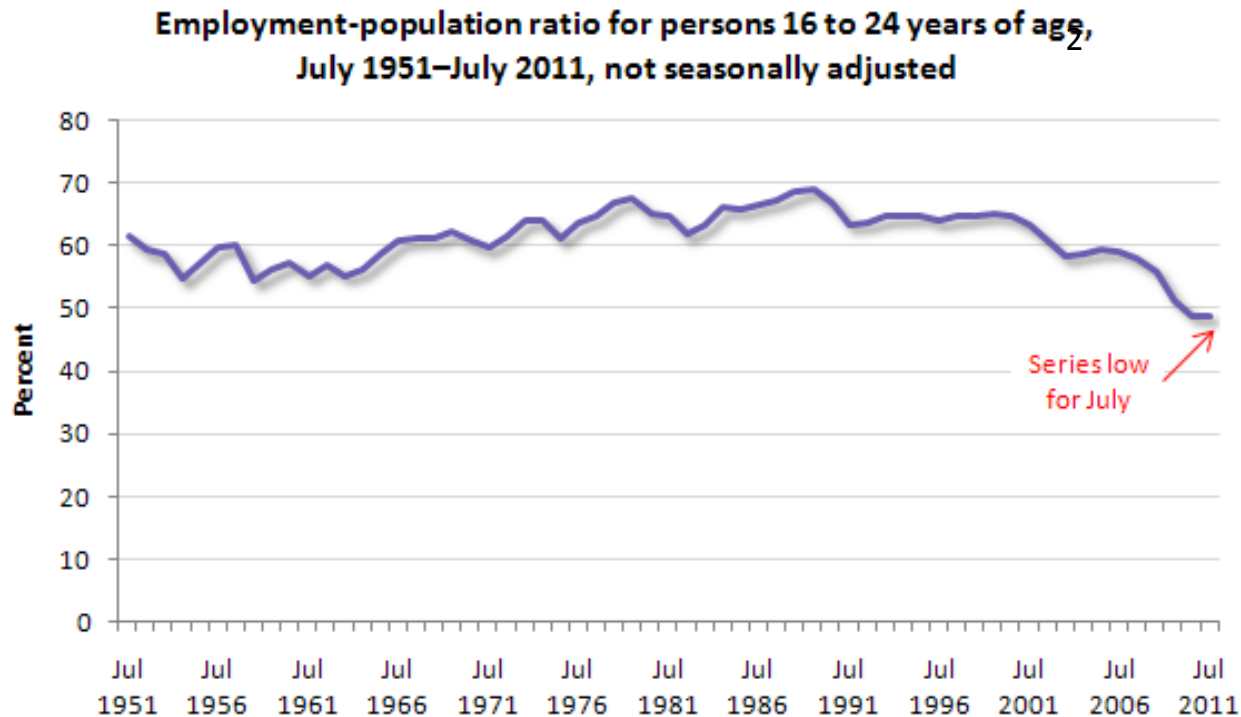
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# Outline

- Why is Working Important for Youth?
- The Problem
- Transitional-Aged Youth - description
- Strategies for Working with Youth
- Mitigating Barriers and Matching Skill Sets
- Making the Connection with Employers
- MatchBridge Program
- Q + A

# The Problem

- In July 2011, youth aged 16-24 had an employment rate of 48.8%, the lowest on record since 1948. July is typically the peak employment month for youth.
- Rates are lower for racial minorities than whites (52.3 %) – African Americans (34.6 %), Asians (40.5 %), and Hispanics (42.9 %).



Source: U.S. Bureau of Labor Statistics

## Why is working important for youth?

- Connecting their education to the labor market – young people often need some exposure to the workplace in order to understand the value of education
- Youth in low-income families can help make ends meet by working and earning an income
- Building work experience early can lead to a successful career – the sooner they can start adding to their resume, networking, securing professional references and learning about the work world, the better their chances are to begin a sustainable career path

# Transitional – Aged Youth (TAY)

- 16-24 years old and:
  - *Disconnected or marginalized*
  - *Involved in public systems*
  - *Dropped out of high school*
  - *Homeless*
  - *Living with a disability or have special needs*
  - *Pregnant or parenting*

# Strategies for Working With Youth

- ❑ Youth need structure – well-defined expectations and limited choices help foster success
- ❑ Email is not widely used, consider text services, make phone calls when possible to engage initially, encourage and offer opportunities to use email
- ❑ Incentives can help grease the wheels – stipends, rewards for achievements, etc.
- ❑ Need encouragement to express themselves
- ❑ May need some extra support initially, but can learn quickly
- ❑ Help them with online applications!

# Mitigating Barriers and Matching Skill Sets

- Soft skill building: resumes, interview technique, job search strategy, networking
- Hard skills: job-specific training
- Job matching:
  - ▣ Customer service and retail employers look for outgoing and social employees (hint: banks are adding branches)
  - ▣ Manual labor may be better for those lacking in social skills – stock, UPS/FedEx, janitorial, etc.
  - ▣ Those with advanced skills may be ready for office work
  - ▣ Criminal Background: Know which jobs will be difficult to get (e.g. security, airport, childcare), being forthright is best

# Mitigating Barriers and Matching Skill Sets

- Teaching youth how to read and understand job descriptions
  - ▣ Do they know what to look for and what to avoid?
  - ▣ Do they know what may be negotiable?
  - ▣ Are they too careless or too careful with what they apply for?

# Making the Connection with Employers: The Business Case

- For-profit businesses exist to make a profit. They will respond to selling points that:
  - ▣ Increase efficiency
  - ▣ Lower costs
  - ▣ Increase productivity
  - ▣ Increase sales
  - ▣ Give them good PR
- How can you or your client(s) help them with these things?

# Making the Connection with Employers: The Business Case

- Recruitment: You can save them time and money by pre-screening applicants for them (increased efficiency + lower costs)
- Training / supervision: You can also help them lower costs by providing training on customer service or on-the-job training (job coaching). Offer to assist with issues that may arise in the probationary period (lower costs)
- Youth may be more malleable and open to direction

# Making the Connection with Employers: The Business Case

- Customers will respond positively to businesses that reflect their community with diversity (increase sales + good PR)
- Reputation: Let them know about the other businesses you work with
- Ask for testimonials to use from employers that you have a good relationship with
- Understand their business needs when working with them – ask questions about their needs

# Making the Connection with Employers: The Social Case

- Businesses have community and diversity goals you can help with as well – do they have a diversity manager? An ADA specialist? Community benefit department?
- Diversity in the workforce includes employing people with disabilities in addition to people of color, women, minorities, etc.
- Employment is the most important factor in the prevention of recidivism – people who have backgrounds need second chances; society needs them to get second chances

# Making the Connection with Employers: The Social Case

- Hiring young people with barriers is “the right thing to do”
- Is the Social Case linked to the Business Case?
- How can you get them to consider the bottom line for the community and not just the business? The unemployment rate? Poverty?

# Supporting Strategies

- Build relationships with hiring managers through networking, events, etc. Your relationships with hiring managers will help you get jobs.
- Engaging employers as volunteers:
  - ▣ Guest presentations about careers
  - ▣ Mock interviews for your clients
  - ▣ Career coaching for clients
- Be persistent! It may take several phone calls and emails to get that interview for someone

# Supporting Strategies

- Recognizing employers for hiring clients, volunteering with you, etc
- Ask for tours of the workplace to understand their needs better
- Educate employers about tax credits available for your clients (WOTC, Enterprise Zone) and federal bonding program for ex-offenders
- Bay Area Coalition for Employment Development (BACED) – share job leads, strategies, ideas for approaching employers

# MatchBridge

At MatchBridge, we build relationships with employers to get job opportunities for youth!

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## Our services include...

- Regular employer recruitment events
- Individual job placements for “hot leads”
- Friday Skill-Building Workshops on topics like interviewing, writing a resume, professional communication, etc
- Real Estate for Tomorrow’s Adults and sector-based internships



# Recruitment Events and Hot Leads

- Employers are recruited by MatchBridge to interview young people for their openings on site – the goal is to enter them into the hiring process as quickly as possible
- In addition, MatchBridge refers youth members to employers to fill single positions – our “hot leads”



# Real Estate 4 Tomorrow's Adults (RE4TA)

- 6-week paid summer internship at real estate-related companies in San Francisco including commercial investment firms, general contractors, property management companies and brokerages.
- 2011 was 4<sup>th</sup> year of the program and placed 39 youth at 19 different companies.



# MatchBridge Gets Jobs for Youth!

- 250 youth were served with job leads, workshops, etc.
- 138 youth were placed in jobs last year and 1,199 since FY 2006
- 39 in RE4TA summer internships in 2011, 131 since 2008

- Starbucks
- UPS
- Macy's
- including:
- Specialty's
- s
- Enterprise
- Secret
- Ross
- Ghirardelli
- Sports
- Basemen
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