

**Preparing Youth for Summer Employment**  
**April 27th, 2009**  
**11:30am-1:30pm**  
**Meeting Minutes**

## Introduction

## Announcements

- **The Healthy Relationship Program of OIC of America** is hosting the Healthy Relationship 4<sup>th</sup> Annual Youth Rally. The event will be held Friday May 14<sup>th</sup>, 2010 from 3:00 – 8:00 PM at the Temple University Student Activity center located at 13<sup>th</sup> Street and Montgomery Ave. The event is open to high school students only with a student ID. Program staff are also welcome to attend with their youth. Please call or email to register for the event. Contact: L'Erinne Capers at (215) 236-4500 or by email at [ecapers@oicofamerica.org](mailto:ecapers@oicofamerica.org).
- **United Way of Southeastern Pennsylvania's Center for Youth Development** offers free trainings for OST and non-profit staff. For information and to register, please visit [www.uwsepa.org/training](http://www.uwsepa.org/training). Contact Richard Johnsons at (215) 665-2455 or by email at [rjohnson@uwsepa.org](mailto:rjohnson@uwsepa.org).
- **United Way of Southeastern Pennsylvania's Center for Youth Development** will be hosting a meeting of its **Youth Leadership Network (YLN)** on Saturday, May 1<sup>st</sup>, 12:30pm-3:00pm. YLN is a support network to connect and enhance the work of existing youth leadership and organizing groups. The May 1<sup>st</sup> event is geared towards youth who are involved in leadership activities and are interested in steering the direction of this new support. Interested adult staff should bring as many youth as possible. Tokens and lunch will be available. RSVP to [kwilson@uwsepa.org](mailto:kwilson@uwsepa.org).
- **Imhotep Charter School** is hosting the Dwight Evans Summer Employment / Networking Summit for youth on Saturday May 8<sup>th</sup> from 9 AM – 2 PM at Imhotep Charter School, 6201 N. 21<sup>st</sup> Street, Philadelphia, PA 19138. For more information, contact Michelle Wilson at (215) 438-4140 or by email at [rwilson@imhotepcharter.org](mailto:rwilson@imhotepcharter.org). Website: [www.imhotepcharter.com](http://www.imhotepcharter.com).
- **Diversified Community Services** is hosting a Green Job Readiness program for adults. Orientation dates for the program are April 28<sup>th</sup> at 1 PM at Dixon House, 1920 S. 20<sup>th</sup> Street and April 29<sup>th</sup> at 1 PM at Houston Center, 2029 S. 8<sup>th</sup> Street. For more information, call (215) 336-1111, ext. 100.
- **Lutheran Settlement House's Bilingual Domestic Violence Program** offers speakers, trainers, and presenters for youth, staff, parents, or communities on teen dating violence and technology safety. For more information, contact Naomi Faszczyk at (215) 426-8610, ext. 279 or by email at [nfaszczyk@lutheransettlement.org](mailto:nfaszczyk@lutheransettlement.org). Website: [www.lutheransettlement.org](http://www.lutheransettlement.org).
- **The Young Friends of PYN** and the **Young Professionals Network of the Greater Philadelphia Chamber of Commerce** have joined efforts to help support WorkReady Summer Internships by hosting a Networking Fundraising Event. The event will be held on Monday, May 10<sup>th</sup> from 6:00-8:00 PM at Chifa, 707 Chestnut Street. The event is \$20 at the door; all proceeds benefit WorkReady Summer Internships. At the event you can enter a drawing to win a meal with Greater Philadelphia Chamber of Commerce CEO, Rob Wonderling or City of Philadelphia Mayor, Michael Nutter. To RSVP, visit <http://www.pyninc.org/yf/May2010/>.

## Panelists

### Aaron Bocage

#### President and Co-Founder

#### Education Training & Enterprise Center, Inc. (EDTEC)

[abocage@edtechinc.com](mailto:abocage@edtechinc.com)

Aaron Bocage has been a leader in the youth enterprise field for over 30 years, having helped pioneer entrepreneurship education for urban and minority youth. He is co-author of the *New Youth Entrepreneur* curriculum series and *Making Money the Old Fashioned Way: A Story of Black Entrepreneurship*, as well as numerous articles and presentations on youth entrepreneurship. He has trained hundreds of teachers and youth workers and has provided curriculum materials to youth across the country and internationally.

- Aaron started experimenting with youth entrepreneurship 30 years ago – when he worked with kids who were dropouts, underemployed, with low skills, and had criminal records - participants had to have at least 2 felonies by the time they entered the program.
- The kids worked to start businesses: greenhouses, pizzeria, sandwich shops – 6 businesses altogether
- A lot of good things came out of the entrepreneurship project that were unexpected
- Aaron took what he learned and began to travel around the country talking about why they thought kids should be exposed to entrepreneurship
- Since then research has shown that kids who are involved in entrepreneurship programs have better attendance at school, perform better in core subjects, are less likely to drop out, have better workplace skills, and a whole variety of other things
- This summer in Philadelphia despite all of the good things that people are doing in this room, most kids that want to work and are looking for jobs this summer in Philadelphia are not going to be able to get a job, especially with this economy – some because of their ages, some because of educational deficits
- We are recommending that everyone consider adding entrepreneurship as a supplement to the summer jobs program
- Most kids want to learn about entrepreneurship. Polls have been consistent over the years – they want to learn entrepreneurship and are willing to do additional work and even take additional courses if that is what is required for them to learn about entrepreneurship
- Parents want it too – if you are looking for some way to get parental support add entrepreneurship to your program
- Given all of this we are advocating for programs to add entrepreneurship training
- Edtec provides entrepreneurship curriculum and instruction materials for all ages
- We can work with any organization to develop these programs
- There is still enough time for anyone who wants to build a summer program for entrepreneurship
- Kids are all fired up ready to look for jobs – offering a program like this to kids who can't find a job can help them in the future and keep them off the streets

**Farrah Farnese**  
**Senior Business Partnership Specialist**  
**Philadelphia Youth Network (PYN)**

[ffarnese@pyninc.org](mailto:ffarnese@pyninc.org)

Farrah Farnese has been with the Philadelphia Youth Network since February, 2008. In her current role, she manages partnerships with local employers for the WorkReady Philadelphia system. Supporting efforts for a variety of initiatives such as the city-wide WorkReady Shadowing Day and the employer-funded WorkReady Internship Program, Farrah has worked with schools and partners frequently to identify, engage, and prepare youth for these career exposure opportunities.

- Farrah's work at PYN consists primarily of Interfacing with the business community in Philadelphia to provide jobs for young people over the summer
- She also works with the area's Student Success Centers on career development and the WorkReady summer programs
- This year PYN is projected to serve 10 – 12 thousand students with summer jobs programming
- These programs provide service learning opportunities as well as work experience for young people
- Summer internships are available for older youth (rising juniors through graduating seniors)
- WorkReady partners with private sector industries – they pay all of the costs of the intern, just like a college internship, except the student is in high school
- Partnerships are important – we would not be able to recruit students without close relationships at the school level
- Farrah works to make sure that businesses are prepared for what to expect, what kind of work high school students can do
- There is an online application process for summer system this year, the application is only available online – PYN is trying to train students and explain that they need to be savvy with technology for career purposes
- The program provides simple training for youth, such as the fact that a social security card is necessary – things that adults know about the world of work
- Students under the age of 18 need a work permit – form that students need to fill out
- Need to train students in what steps they need to complete in order to start a job
- The Pennsylvania Institute of CPA's facilitates financial literacy training for all youth involved in the summer program – this is the first time many of them are getting paid The program trains them on planning and saving, etc.
- PYN is working on partnering with other organizations that have expertise in different areas to get information to kids
- Communication is key – making sure that students know how to communicate professionally
- Touch on all of these things in preparation for internships and while they are involved with them
- The WorkReady Summer 2010 Youth Application will be available city wide on May 3<sup>rd</sup>.

- Youth can access the application at [www.workreadyphila.org/youthapp](http://www.workreadyphila.org/youthapp)
- If you are a worksite interested in hosting students through the WorkReady program please contact Patty Greenfield at [pgreenfield@pyninc.org](mailto:pgreenfield@pyninc.org)

**Maneesha Sane**  
**Associate Director of Art Education**  
**City of Philadelphia Mural Arts Program (MAP)**  
[maneesha.sane@muralarts.org](mailto:maneesha.sane@muralarts.org)

Maneesha Sane has an undergraduate degree in education and psychology and a graduate degree in educational linguistics. She has worked with youth of all ages in school-based and out-of-school time programs. Currently she is the Associate Director of Art Education at the Mural Arts Program (MAP). At MAP, she manages data collection and reporting systems for the Art Education programs, and oversees MAP's contract with the Philadelphia Youth Network, providing employment opportunities for over 100 youth each summer to work alongside professional muralists.

- Mural arts program began in 1994 to redirect efforts of graffiti artists – become one of the largest public arts initiatives of its time
- Today MAP serves over 2,000 kids each year through art education and art outreach programs
- MAP provides afterschool and summer programs for youth ages 10 – 21
- Professional artists act as teachers and mentors to students who learn a variety of skills
- MAP's PYN contract allows them to hire students from year-round programs for the summer
- The program pairs students with teachers and professional muralists, involving them in mural projects all over the city
- Students have direct roles, more direct in smaller projects
- The program works on building skills around team building, problem solving, critical thinking, and community involvement
- This is a job that develops artistic skills as well as 21<sup>st</sup> century skills – job skills, art skills, life skills
- Preparation for the program involved the hiring of seasonal staff each summer to walk students through the process– coaches.
- The enrollment process can be tedious but is a learning experience for students involved - these are all things that you will have to do in any other job that you have after this
- In orientation kids get to see past work – sit down with parents and have a Q and A session in both directions- everyone learn about everyone's role in the process and what they are bringing to the group
- The program begins with an introduction to art skills
- Peer to peer training is utilized – always a mix of continuing and new students, and the continuing students can help the new members

- Once they are placed in summer programs and work sites – emphasize not just art skills, but looking at issues – reasearching issue, performing service related to issue
- Learning computer skills – internet, Photoshop to design murals
- Communication skills – community meetings (design presentations)
- Financial literacy is introduced and stressed
- Emphasize ongoing evaluation and feedback system
- Staff set benchmarks with students and have checkpoints from which to monitor their progress
- Staff stress punctuality, attendance, basic job skills

## **Group Discussion**

Q: We have an incentive summer program for kids who come to our music school after 3 years – what can we give them at the end of the summer that won't be classified as a salary?

Maneesha Sane (MS): At the end of the summer we give our younger youth a stipend – you don't need working papers to receive a stipend

Farrah Farnese (FF): At the end of the programs even if its just a small gift, it provides recognition that they have been through the program and been a consistent participant

Q: We have an entrepreneurship program. To measure progress, we get report cards from students themselves (they bring them in) Is there a better way to do this? Do you go to the schools to find out if they are really going?

Aaron Bocage (AB): We don't do programs ourselves, we train the trainers in these skills. There is a lot of research on the issue, I can pass it on to you. Visiting schools is often the only way to prove attendance and information.

Question was opened to the audience.

A: Right now we have to bribe them with gift cards to the mall to bring their own report cards in.

A: Get consent from parents, work with and establish relationships with schools. In the past – the school allows you to create a student account – you can go online to the school district site to get information about their homework, their report cards, etc. 2 people agreed with this information.

Q: When students set up a business of their own, how do you help them get the capital to start a company?

AC: Work with agencies to start a micro loan fund – can't be a real loan, they are minors, but work with them to create the terms of the loan, the application process, etc. It's not a lot of money, but you have to have systems and protections. If it is done right and it is treated as a real loan, not a grant, the payback is almost 100%. It is important that kids see this as a loan.

Q: When will the WorkReady application be available?

FF: The city-wide application will be available online May 3<sup>rd</sup>. On the website now there is a place for students and families to get information and fill out a form to receive the application when it is released. All students must have a working email address to apply this year. The application is completely online this year, no paper applications will be created. Once the application is completed they will get a signature page that they sign and parents sign, other waivers for education records – print this out to sign and complete, and bring that paperwork to their appointment.

Q: In regards to work permits – if a student has a work permit from last year do they need to get a new one?

FF: it depends on who it is issued to. If the student has a yellow one from the WorkReady program last year that says PYN on it, they can use it again. Blue cards are transferrable, they can be used anywhere. Blank WorkReady permit forms will be attached with the application confirmation - students need to get a doctors signature on it, once they are placed in a job they will get a real work permit issued from PYN.

Q: For employers – if anyone is interested in having a young person work for their program what do they do?

FF: if you are capable of supporting the wages of a student for the summer (around \$1,600) contact Farrah. There are subsidy provisions – we have funding for businesses such as nonprofits, etc, to subsidize student wages when you want someone to work for the summer – contact Farrah for this as well.

MS: When you are taking on a young person, this is often their first job and first time in an employment setting. Maneesha stresses constant feedback – really be mindful that it is their first experience and that it does take a lot of feedback and communication so that they understand the expectations and what should happen.

AB: Lots of companies that want to hire a young person but cant afford it, don't know who will supervise, etc. but still have some work and want to help – these companies should marry with entrepreneurship. Would you be willing to take that small work that you have and turn it into a contract for an entrepreneurship program? Less responsibility for the business – you don't need to supervise them etc. – a lot of small businesses would be willing to do this.

Q: Do you have to be a nonprofit to hire students through the subsidized WorkReady program? We are looking for camp counselors.

FF: Counselors for a program would probably fall under a work experience program - there are different criteria for nonprofits or small business, etc.

Q: What do you recommend for students who are 13, not in summer camp anymore but too young to work?

FF: WorkReady doesn't have any positions for younger youth.

MS: They don't want to be campers?

A: They want to get paid, they do not want to be campers.

MS: Service learning sounds good – at Mural Arts the program is set up like a summer camp, but focused on students being able to work.

FF: The service learning model is good for that age group – community service – working together more in groups, learning work skills, researching issues, and getting them to work for the good of the community.

Q: So when they apply for WorkReady you see their ages and place them in the correct program?

FF: yes, we have people who recruit students especially for the service learning program, but also when kids use the general application they will be placed in any remaining spots

Nancy Peter: From past experiences – do not make assumptions about youth workers— whatever happens may not be intentional they just might not know Keep communication open – this is a learning experience for the kids, not just free labor. Alert other employees so the kids don't feel ostracized or left out of the work environment.

A: PYN does offer training for youth supervisors, as well as a college liaison who works with kids as well.