

# Today's Panel

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# ABOUT

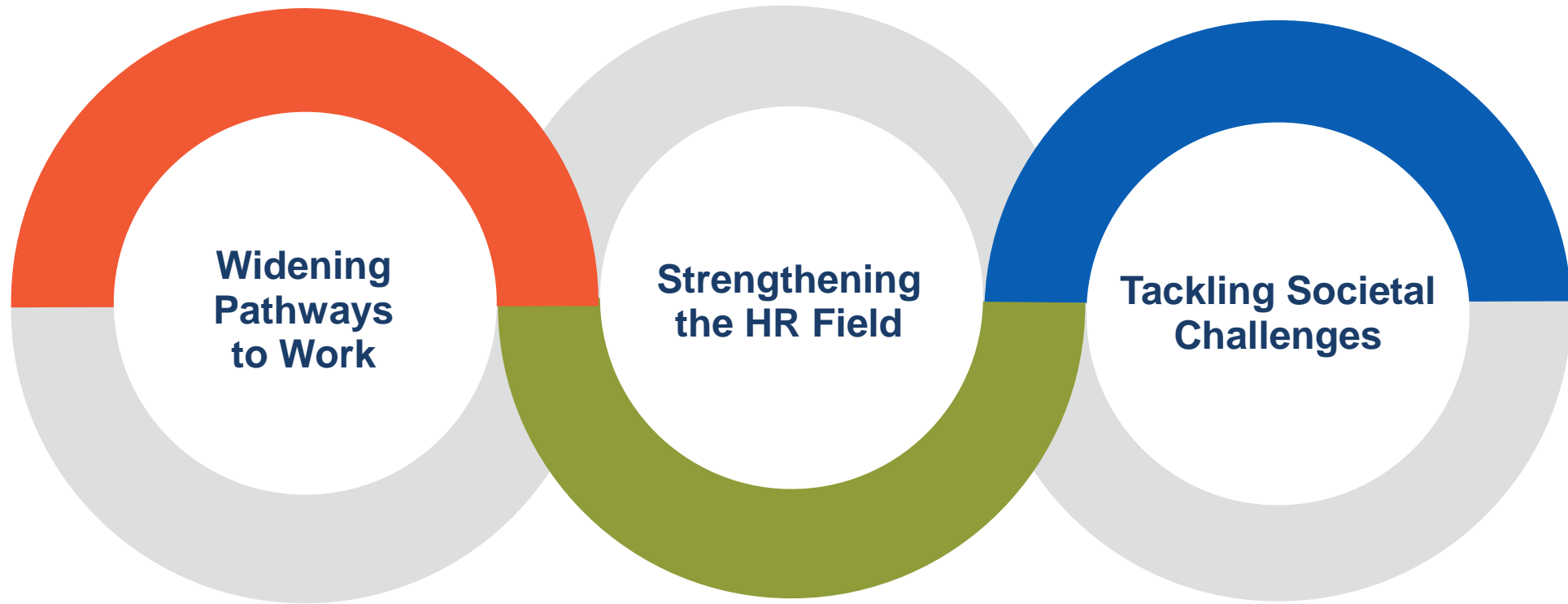


## BUILDING A WORLD OF WORK THAT WORKS FOR ALL

-  **PURPOSE:** Elevate and empower HR as a force for social good.
-  **MISSION:** Mobilize and equip HR to lead positive social change so that all talent and workplaces can prosper and thrive.
-  **VISION:** A world of work that works for all.

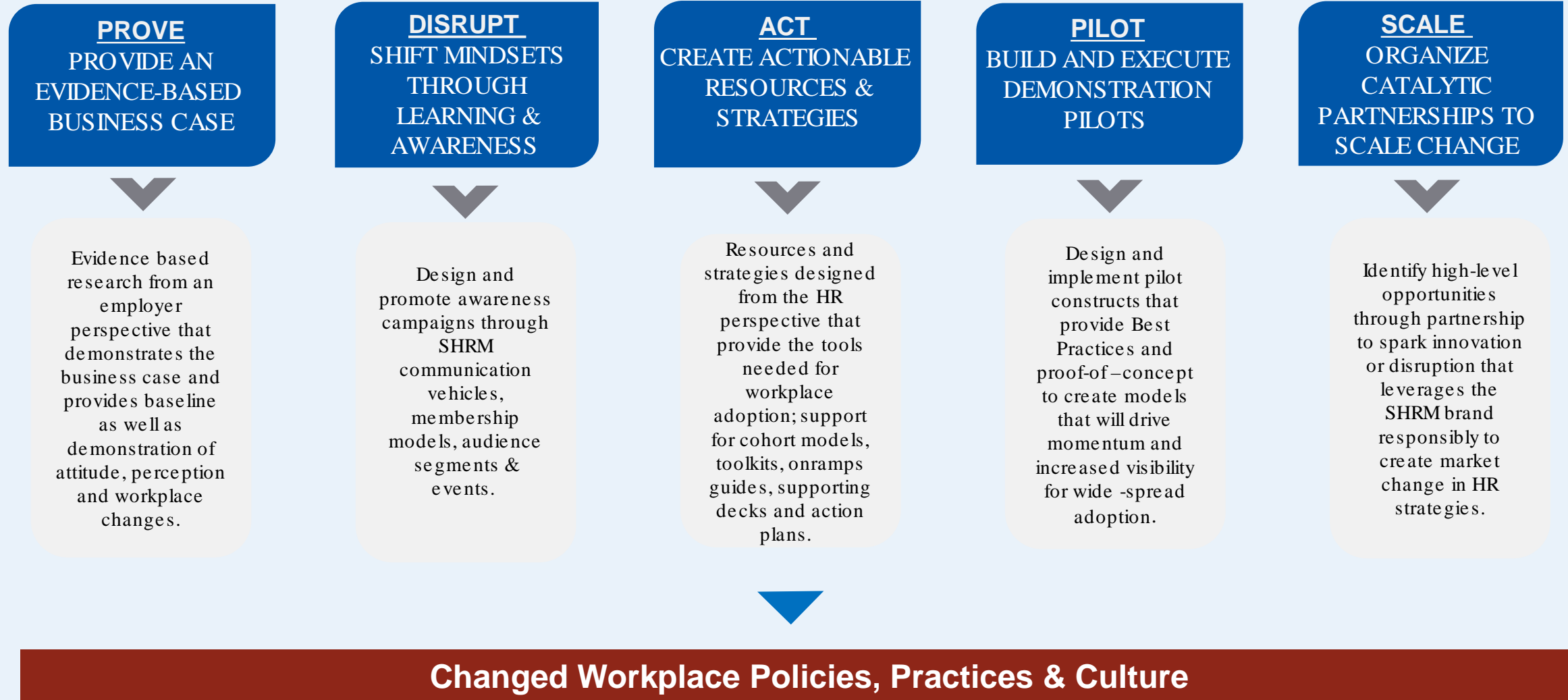
SHRM Foundation is the 501(c)(3) nonprofit arm of the world's largest HR professional society, SHRM. SHRM represents nearly **340,000 HR professionals across the globe**, impacting **362 million workers and their families**. The SHRM Foundation elevates and empowers HR professionals as a force for social good so that all talent workplaces can prosper and thrive.

**To expand access to work and help workers and workplaces thrive, SHRM Foundation focuses on three interconnected pools of work.**



# STRATEGIES FOR UNTAPPED TALENT

A COMMON APPROACH WITH ADAPTATION UNIQUE TO THE DIFFERENT TALENT POOLS



**LONG -TERM OUTCOME: Untapped talent solutions are an integral part of HR strategies**

# WHO ARE OPPORTUNITY YOUTH?



Opportunity youth are young people between the ages of **16 and 24** who are **neither enrolled in school nor participating in the labor market.**

- Estimated opportunity youth population in 2021: **4.7 million**

From Social Good to Strategic Talent Advantage:

## THE BUSINESS CASE FOR HIRING OPPORTUNITY YOUTH



75<sup>th</sup> ANNIVERSARY  
**SHRM**  
BETTER WORKPLACES  
BETTER WORLD™

**SHRM**  
Foundation

**OPPORTUNITY YOUTH**  
AT WORK

Funded By  
**Walmart** ✨

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# THE WHY?



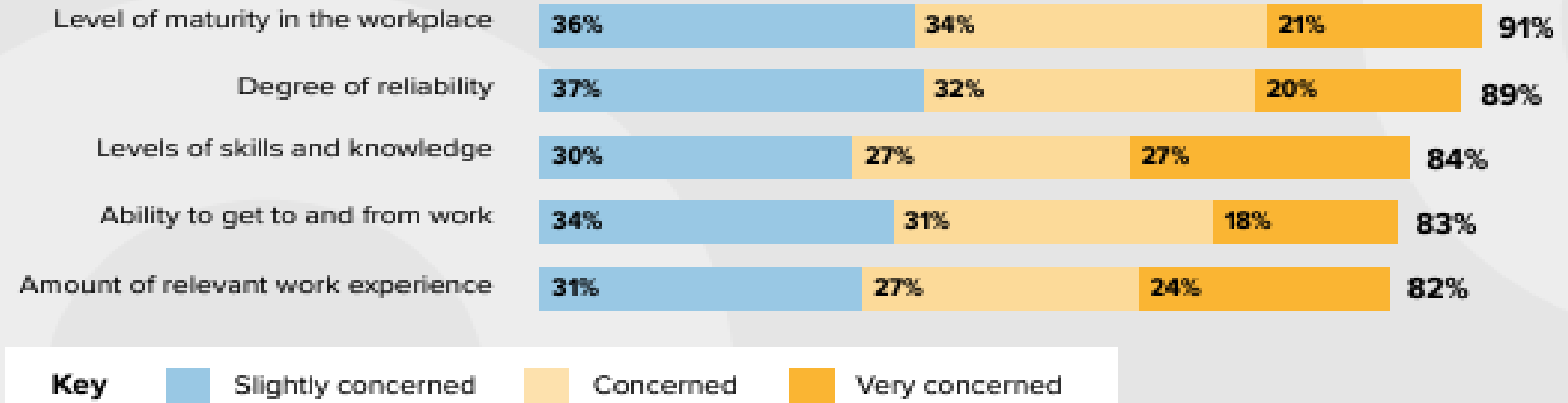
- Overwhelming majority of HR professionals thought employing opportunity youth is good for their community, supports organizational diversity and social responsibility efforts

## TALENT STRATEGY

- Organizations that invest in hiring opportunity youth are less likely to be experiencing talent shortages
- When given the chance, opportunity youth workers perform just as well or better than other workers.
- Most US consumers are comfortable patronizing a business that hires opportunity youth.

# CONCERNS ABOUT HIRING OPPORTUNITY YOUTH

## HR professionals' top 5 individual concerns about hiring opportunity youth

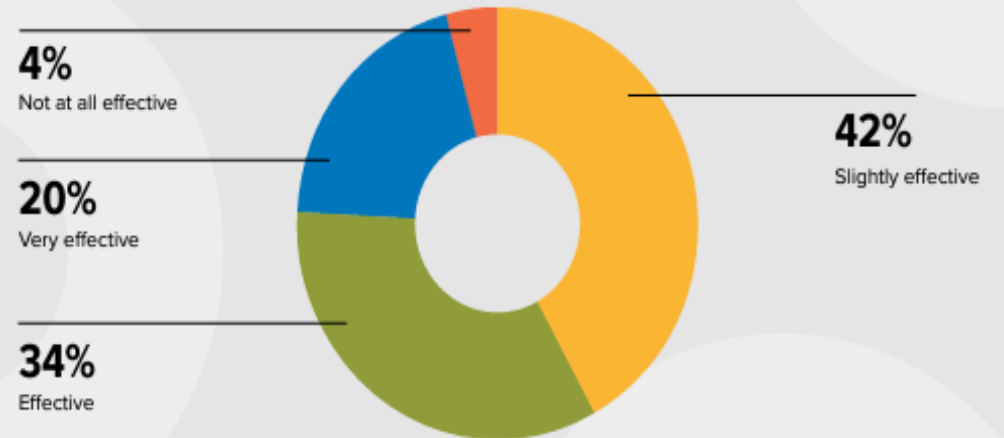


**HR's top five individual concerns about hiring opportunity youth—including level of maturity and lack of skills and knowledge—were similar to those they might have when hiring any young, inexperienced worker.**

# STRATEGIES FOR SUCCESSFULLY HIRING OPPORTUNITY YOUTH

- Implement a formal program targeting opportunity youth
- Engage with community partners
- Whenever possible, take a skills –based hiring approach

How effective has partnering with advocacy/community-based organizations been in recruiting and employing opportunity youth?



## Reforming Justice Systems

We help businesses use their voice, platforms, and leverage to move critical criminal justice reform initiatives, in partnership with local leaders.

## Restoring Communities

We work with businesses to ensure systemic change is translated into real-life impact for justice-involved individuals.

## Reframing Narratives

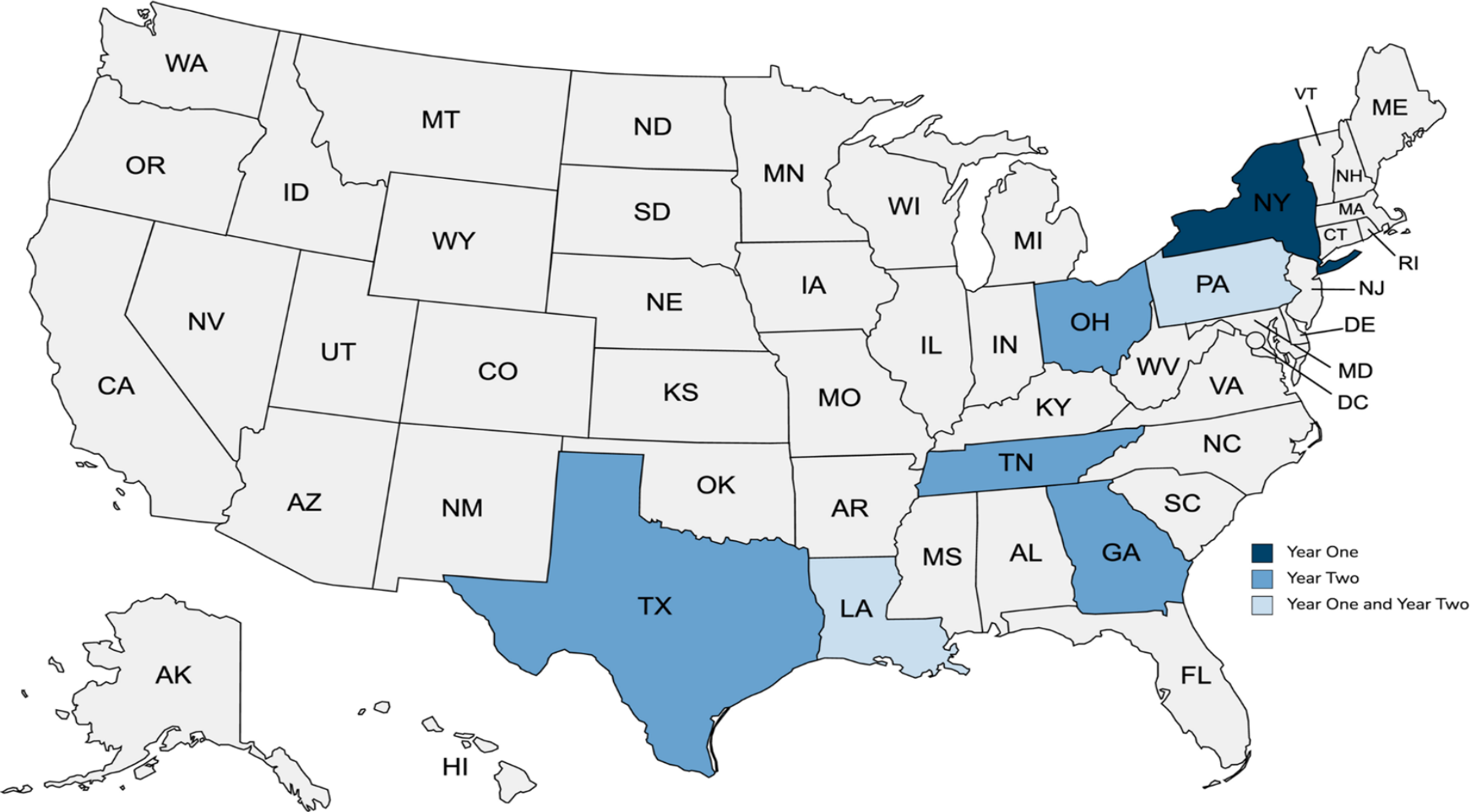
We build and entrench the narrative that fair and equal systems of justice are good for business.

# Unlock Potential

- Unlock Potential (UP) is designed to **disrupt the poverty-to-prison pipeline** by creating meaningful career opportunities for young adults most at-risk of justice-system involvement.
- Through UP, businesses commit to creating career pathways with opportunities for advancement to young adults aged 16-24 who have experienced a risk factor for adult incarceration.

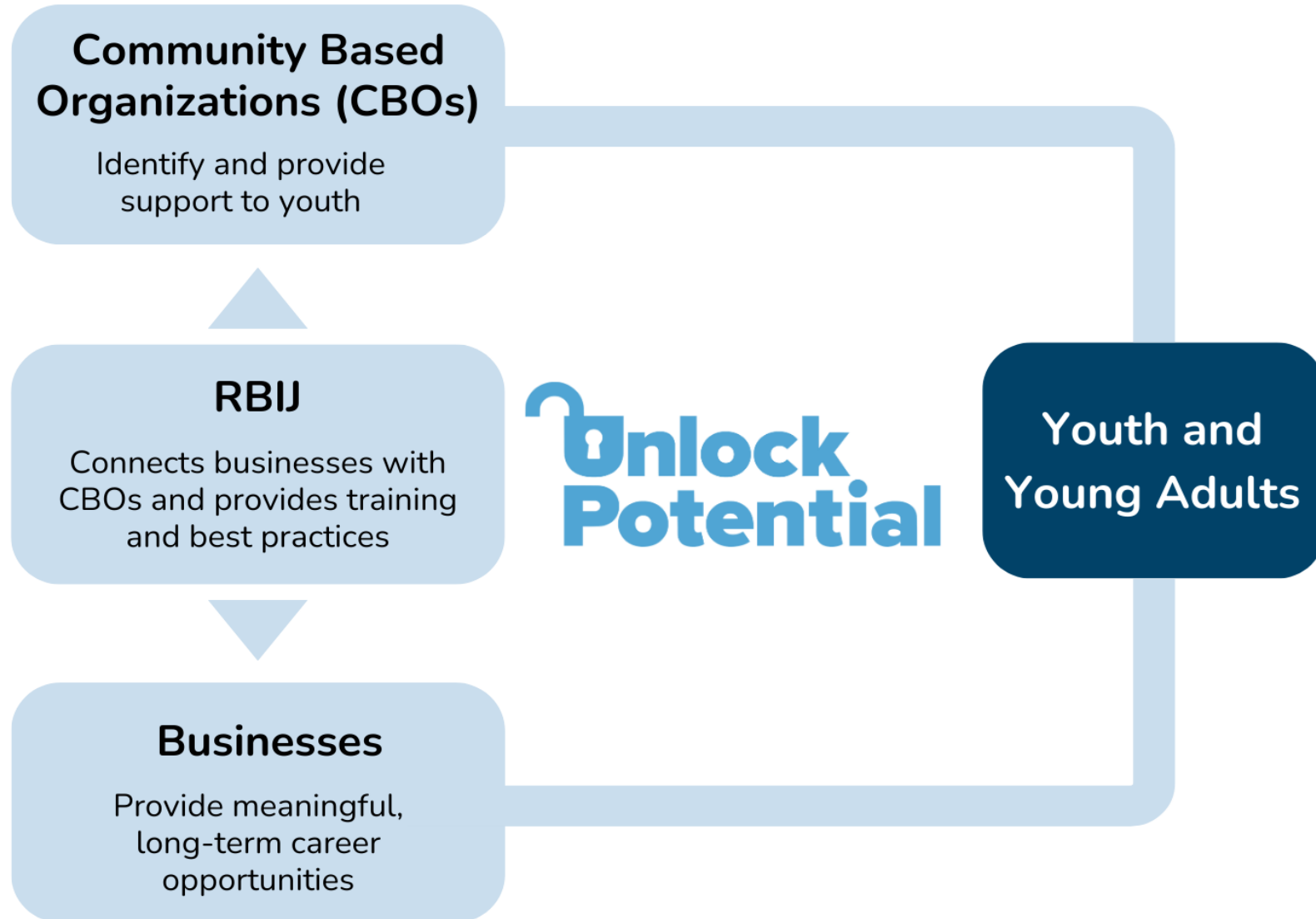
# Unlock Potential States

WHERE WE WORK



# Service Model

UNLOCK POTENTIAL



# Who We Serve

WE SERVE

Youth and young adults ages 16-24 who are typically out of school and/or out of work, with touchpoints in one or more of four categories:

- Experienced parental incarceration
- Have been exposed to the justice system
- A part of the foster care system
- A victim of human trafficking



# Unlock Potential Highlights

HOW WE WORK

01	<b>Lunch &amp; Learns</b>	<ul style="list-style-type: none"><li>• A series of events spanning all UP states</li><li>• The goal of the L&amp;L were to bring together businesses, CBO's and youth to discuss barriers to employment</li></ul>
02	<b>Touch Points</b>	<ul style="list-style-type: none"><li>• Office Hours: businesses &amp; CBO's</li><li>• Site visits, email/phone/virtual correspondence</li></ul>
03	<b>Trainings</b>	<ul style="list-style-type: none"><li>• Business Trainings</li><li>• CBO Data collection trainings</li><li>• Trainings/workshops for UP youth &amp; young adults</li></ul>
04	<b>Youth Employment Mixers</b>	<ul style="list-style-type: none"><li>• Businesses and CBO's to connect with local youth community</li><li>• Youth can apply to jobs in real time</li><li>• Connecting youth and young adults to community resource</li></ul>

How businesses can be involved to provide services to youth and young adults:



**CREATE  
CREATE  
CREATE  
CREATE  
CREATE**

**GREAT  
GREAT  
GREAT  
GREAT  
GREAT**



**BIG THOUGHT**  
*creating creators*

# CREATIVITY AND SOCIAL-EMOTIONAL SKILLS DOMINATE THE LIST OF MOST HIGHLY DESIRED JOB SKILLS

## ◀ IN 2015

1. Complex problem solving
2. Coordinating with others
3. People management
4. Critical thinking
5. Negotiation
6. Quality control
7. Service orientation
8. Judgment and decision making
9. Active listening
10. CREATIVITY

## IN 2020 ▶

1. Complex problem solving
2. Critical Thinking
3. CREATIVITY
4. People Management
5. Coordinating with others
6. EMOTIONAL INTELLIGENCE
7. Judgment and decision making
8. Service orientation
9. Negotiation
10. Cognitive flexibility



# OUR NORTH STAR

ALL YOUTH IN MARGINALIZED COMMUNITIES ARE EQUIPPED  
TO IMAGINE AND CREATE THEIR BEST LIVES AND WORLD



Explore more about Big Thought Institute and our impactful initiatives at [bigthought.org/big-thought-institute](http://bigthought.org/big-thought-institute)

# YOUTH IMPACTED

**59,935** Youth Served      **2.18M** Learning Hours



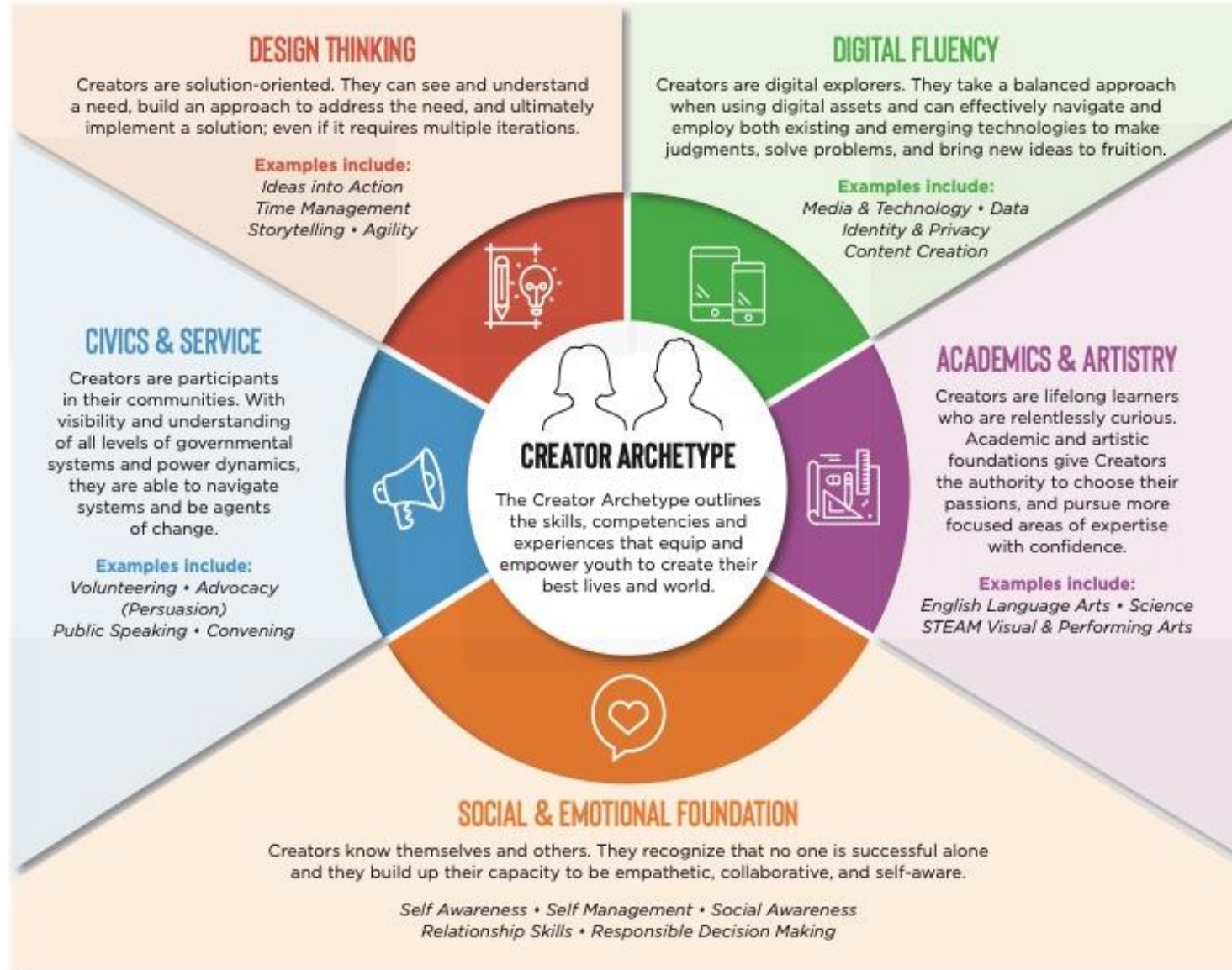
Nearly **7** out of **10** youth in Big Thought Programs show positive growth in their social and emotional skills



**MAKE A  
DONATION  
TODAY**



# 21<sup>st</sup> Century Skills Building Applied to Formal and Informal Learning Spaces



# Partnering with Young Creators: Our direction

We need to create a means for youth to **INFLUENCE**

How does Big Thought create space for youth differently from organizations that only *serve* youth?

What will that mean for you and your seat, your division, your department?



**YOUNG  
CREATORS**

**Family & Community**

**Frontline Big Thought & Program Partners**

**Big Thought Program Managers**

**Big Thought Headquarters**

**Big Thought Board**

**Funders & External Stakeholders**

# Powerful Network of 600+ Partners

## Content Partners, local

*Ex) Junior Players, Cara Mia, Perot, Teatro Dallas, The Writer's Garret*

## Content Partners, global

*Ex) Smithsonian, American Museum of Natural History, Games for Change*

## Neighborhood Partners

*Ex) Jubilee Center, Juanita Craft Recreation Center, Multipurpose Center, Trinity River Audubon*

## City Agencies

*Ex) Office of Cultural Affairs, Library, Parks & Recreations, Police, Aviation, Municipal Court*

## Social Services

*Ex) CitySquare, Frazier Revitalization*

## Higher Education

*Ex) Dallas College, SMU Center on Research and Evaluation*

## K-12 Education

*Ex) Dallas ISD, Catholic Parochial, Uplift Education*

## Business Sector

*Ex) Boeing, Fossil, PNC Bank, Pizza Hut*

## Investors & Influencers

*Ex) Philanthropists, Civic Leaders*

## Backbone Supports

*Ex) United Way, Dallas Afterschool, The School Zone*





# CREATE GREAT APPRENTICESHIP

OUR JOURNEY

# Youth Voice Work

**Opportunity Youth are facing many systematic and personal barriers that put resistance on their transition to adulthood**

**Voice Work: Youth led solutions to youth issues**

Current OY mindset...

- No Dignity
- Can't find safe spaces to learn and grow without harsh punishment or judgement
- Loneliness from not finding community/guidance/mentors
- Financial or physical barriers (lack of transportation , finances for supplies or professional clothes) discourage them from pursuing goals.





## The Opportunity- CAT

- Community
- Safe Space
- Paid Opportunities
- Personal Development
- Mentorship

# DFW COMMUNITY OF PRACTICE

Launched in 2023, Big Thought's DFW Opportunity Youth Community of Practice initiative supports "Opportunity Youth" - young people between the ages of 16 and 24 that are neither in school nor in the workforce

Creating an ecosystem of organizations, community partners, and leaders well equipped to support their needs and provide experiences that will enable them to thrive.

Nearly 35 organizations came together in a series of community building sessions and knowledge sharing spaces in both Dallas and Tarrant Counties

# 5 CORE THEMES

## For Opportunity Youth (OY) Report

### 1. Personal Connection

Play a pivotal role in participants' engagement with diversion programs and workforce supports.

### 2. Root Causes

Shed light on systemic issues perpetuating cycles leading youth into contact with the juvenile justice system.

### 3. Approaches & Interventions

Demonstrate diverse strategies aimed at providing comprehensive support for justice-impacted youth.

### 4. Definition of Success

Multifaceted, encompassing indicators such as program impact, success stories, and low recidivism rates.

### 5. Barriers, Strategies, & Needs

Highlight the challenges and interventions essential for supporting justice-impacted youth effectively.

# CREATE GREAT

THANK YOU



## Goals

## Activities

## Short (1-3yr) & Mid (4-6yr) Term Outcomes

## Long Term (7-10yr) Outcomes

## NorthStar (Shared Outcome)

**1. SOCIAL & EMOTIONAL LEARNING**  
More youth will have a growth mindset and be empowered to affect positive change in their lives and communities.

Direct-to-Youth Programs

Increase Equitable Access & Dosage (10 items)

Increased Goal Attainment

**2. SYSYEMS**  
Systems will be more effective and youth will be empowered with the skills to affect positive change.

Learning System

Increase Creator Skill Development (13 items)  

- *Social & Emotional Learning Foundations*
- *Academics & Artistry*
- *Civics & Service*
- *Design Thinking*
- *Digital Fluency*

High School Completion

Quality & Fidelity of Implementation (2 items)

Postsecondary Education

Sharing Best Practices & Building Capacity (5 items)

Living Wage

Expanding Influence via Policy & Advocacy (3 items)

Evidence Base

All youth in marginalized communities are equipped to image and create their best lives and world

By 2030, close the goal attainment gap for black and brown youth by **10%** (proposed)

## 3. RACE & ECONOMICS

Youth from marginalized communities will have tools to achieve positive outcomes in school, work and their life.

Big Thought Institute

## 4. CREATIVITY

Systems will actively cultivate and empower creating and creativity.



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# Our Mission, Vision, & Values

## MISSION

With love and respect, we partner with opportunity youth to build the skillsets and mindsets that lead to lifelong learning, livelihood, and leadership.

## VISION

A world where all young people are seen for their potential and power to transform themselves and their communities.

## VALUES

Love, Accountability, Collaboration, Diversity, and Leadership

# YouthBuild Locations in the USA



247 US-based YouthBuild programs enroll 5,000+ opportunity youth each year.

# Who are the Young People Served by YouthBuild?

## 2023 Participant Profile

- 16-24 years old, not in school or working
- 85% without a high school diploma or equivalency at program entry
- 89% economically-disadvantaged
- 76% people of color
- ~17% court-involved
- ~12% parents
- 7<sup>th</sup>-8<sup>th</sup> grade average reading level at program entry



# Program Model & Student Experience

- Recruitment
- “Mental Toughness” orientation
- 9-12 months of education, job skills training, leadership development, and support services + love
- Job and/or postsecondary education placement
- Support from global YouthBuild alumni network



# Career Pathways and Supportive Services

## Pathways



## Provided Devices



Programs provide individualized case management, a stipend and mentoring

## 2023 Domestic Impact

- 79% of YouthBuild enrollees obtain a high school diploma, equivalency, or other industry-aligned credential
- 72% complete the program
- 43% of YouthBuild enrollees go on to postsecondary education or jobs averaging \$16.07/hour.
- Recidivism rate is only 5% within one year of enrollment for previously court involved youth.

# Field Mapping – Justice-Involved Youth Learning Community

## Staff from 5 Programs Participating:

- YouthBuild Santa Fe, NM
  - Georgia Building Trades Academy (GABTA) Atlanta, GA
  - YouthBuild Schenectady, NY
  - Washoe YouthBuild, Reno, NV
  - RUTH YouthBuild, Canoga, Park CA
- 
- **September 2024 hosted kickoff meeting**
  - **4 convenings in 2025 (Feb, May/June, August, November)**
  - **Develop resource guide/toolkit**

## • Successes Shared

- Reduced recidivism
- Community support/partnerships
- Interest in trades/commitment to work
- Desire to join a community
- Successful competition of parole/probation
- Increased motivation/learning from past experiences

## • Challenges Shared

- Engaging families/disconnection
- Behavioral health
- Gang involvement
- Housing and transportation
- Low self-esteem and attendance
- Willing community partners