The Power of Relationship: Mentoring Youth for Workforce Success

Presented in partnership with America’s Promise / Center for Promise
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Philanthropic IMPACT Webinar Series
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For 25 years, MENTOR has been raising public awareness, developing and delivering resources to mentoring programs, and promoting quality through standards, cutting edge research and state of the art tools.

MENTOR is at the crossroads of education, business and community, facilitating a network of affiliate Mentoring Partnerships and over 5,000 mentoring programs in all 50 states.

MENTOR is ranked as one of America’s top-performing 100 nonprofit organizations (Social Impact 100).
MENTOR’s National Program Network
MENTOR’s Local Mentoring Affiliates

[Map showing states divided into regions marked as Mentoring Partnership and Expansion priority]

@MENTORNational www.mentoring.org
MENTOR’s Public/Private Partnerships
The Need for Mentoring

One in three young people are growing up without a mentor.

This is the mentoring gap in America.

46 Million
All young people ages 8-18

22 Million
Young people with no risk factors

15 Million
Had a mentor
2.4M structured
12.6M informal

7 Million
Never had a mentor

24 Million
Young people facing risk factors

15 Million
Had a mentor
4.5 M structured
10.5M informal

9 Million
Never had a mentor

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The Mentoring Effect

WITH A MENTOR, AT-RISK YOUTH ARE:

55% more likely to be enrolled in college
78% more likely to volunteer regularly in their communities
130% more than twice as likely to say that they held a leadership position in a club or sports team
90% Respondents who had a mentor said they are now interested in becoming mentors
Overview of Opportunity Youth Thriving
Project Overview

- **Purpose:** This initiative will provide a scalable model that builds the capacity and resources in communities to provide young people with the web of quality relationship supports and social capital they need to develop the skills necessary to successfully navigate the workplace and secure and sustain employment.

- **Why:** Relationships matter.

- **How:** The basis of this intervention will be a series of trainings for program staff, mentors and youth in building quality webs of support. Additional technical assistance from relationship experts will supplement, improve and expand existing efforts around youth employment with a package of onsite training.
Project Partnerships

- This initiative is a partnership between the Schultz Family Foundation, America’s Promise Alliance, MENTOR: The National Mentoring Partnership and MENTOR’s local affiliates.

- We are aiming to work with primarily opportunity youth, young people aged 16 to 24 who are not in school or working.

- We are collaborating with community-based workforce programs currently serving opportunity youth.
Project Partnerships (cont.)

- Seattle, Washington (Mentoring Works Washington)
  - Goodwill Seattle
  - JUMA Ventures
  - Urban League (Tentative)

- Minneapolis, Minnesota (Mentoring Partnership of Minnesota)
  - Brand Lab
  - Cristo Rey
  - Tree Trust
Opportunity Youth Thriving Project

- Supervisors, staff, and opportunity youth will work together to support the job retention and career success of opportunity youth through positive relationships that are:
  - Strength-Based & Mentor-Like
  - Intentional & Developmental
  - Culturally Informed & Youth Centered
  - Focused on supporting youth agency and relationship building skills
  - Part of a web of positive adult relationships
Opportunity Youth Thriving Project Framework

**OYT PURPOSE:**
To provide a scalable model that builds capacity and resources in communities to provide opportunity youth with a web of quality relationship supports and the skills needed to succeed at work and in life.

**Youth Initiated Mentoring Training**
Youth are trained in identifying community mentors and trained to initiate and maintain relationships.

**Relationship Training for Program Staff**
Program staff are trained in supporting youth through intentionally focusing on their relationships with youth.

**Relationship Training for Job Site Supervisors**
Job site supervisors are trained on how to have a mentoring mindset when supervising opportunity youth.

**LONG-TERM OUTCOME:** Increase the productive engagement rate of participating opportunity youth in each city by 20% (rate of youth who have 1 or more of the following: HS diploma/GED, college attendance, professional certificate, job placement, job retention)

**ONGOING ACTIVITIES**
- Technical assistance from local MENTOR affiliates with program staff
- Supervisor and youth support from program staff
- Process evaluation on overall OYT program management
- Impact evaluation on workplace success based on trainings
- Continuous refinement and improvement led by APA and MENTOR
The Business Case for Opportunity Youth Thriving
The Business Case

- Companies understand that “Opportunity Youth” represent a wealth of untapped talent and may lack the necessary skills and resources required to succeed in today’s competitive workplace.
- Companies face talent challenges that impact their bottom lines such as costly high turn-over.
- Companies are re-evaluating their recruiting tools and relying more on community-based organizations to help build a stronger workforce.
- Companies are participating in job fairs (100K initiative) to communicate job fulfillment needs.
- Companies are increasingly focused on Corporate Social Responsibility to protect their brand and impact social change.
Workforce Development Mentoring
Building a Strong Re-engagement System

Businesses are increasing worksite mentoring of “Opportunity Youth” with coaching, networking and career navigation to increase job retention.

- Identify local corporations interested in working with local OYT partners to connect work-ready young adults to job opportunities and career pathways
- Introduce Worksite Integrated Mentoring to provide stronger employer support for better work experiences and long-term outcomes
- Establish a talent pipeline that provides a data source to specific jobs by industry (wages, education requirements, forecasting, analysis)
- Build a seamless path from training providers to businesses
Corporate Engagement Planning

Costco warehouse hiring program in partnership with an OYT Social Enterprise

- Demonstrate the business value in hiring Opportunity Youth to explore Costco’s culture, business practices, and potential long-term career opportunities
- Establish relationship between Costco and Opportunity Youth mentor partners to hire at warehouse work-sites for developmental relationship building and work-based learning experience
- Bring together business, education and community-based organizations to build a stronger workforce
Measuring Progress – Evaluation Overview
Evaluation Goals

- To create a learning agenda for the project and partners
- To explore early stage data to inform future evaluation and practice
- To use learnings to refine interventions
Psychology of Working Theory

Duffy, Blustein, Diemer, & Autin, 2016
Webs of Support

Varga & Zaff, 2017
Evaluation Design

- Outcomes
  - Strength/number of relationships
  - Perceived support
  - Vocational identity
  - Changes in attitudes towards relationships

- Pre-post survey design
  - To assess change from baseline on outcomes

- Use of technology to streamline data collection and analysis
  - Qualtrics- online research platform
  - Person Centered Network App
Lessons Learned & Field Application
Lessons Learned & Field Application

- **Project Management**
  - Importance of a clear vision
  - Need for a detailed project plan
  - Clarify roles and responsibilities

- **Partnerships**
  - Communications is critical when building and managing partnerships (national to national, national to local, local to local)
  - Importance of establishing baseline criteria for identifying partners
Lessons Learned & Field Application

- Capacity Building
  - Acknowledging and addressing the unique needs of targeted youth populations and core partners
  - Leveraging the strengths of youth and core partners

- Evaluation
  - Ensuring alignment and clarity on evaluation design, tools and administration
  - Viewing evaluation as a learning opportunity versus a judgement
  - Incorporating evaluation findings into planning
Additional Resources from MENTOR

- **Online Philanthropic Community of Practice**
  - Online portal for corporations, foundations and donors to connect & share resources

- **Mentoring Connector**
  - National database of mentoring opportunities

- **National Mentoring Resource Center**
  - National clearinghouse of tools, resources and practices

- **Collaborative Mentoring Webinar Series + IMPACT Webinar Series**
  - Free webinars by practitioners for practitioners

- **National Mentoring Summit – Philanthropic Partnerships Track**
  - Annual conference with 1,000+ practitioners, philanthropic partners, researchers

- **Elements of Effective Practice for Mentoring (including supplemental guides)**
Save the Date – September IMPACT Webinar:

September 28 @ 2pm EST – Featuring Genentech
http://www.mentoring.org/program-resources/philanthropic-impact-webinar-series/

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