Generation Work

PROJECT OVERVIEW

In December 2015 SkillUp Washington, a workforce funder collaborative at the Seattle Foundation, was awarded a $100,000 Generation Work planning grant from the Annie E Casey Foundation to build on-ramps for young adults 18-29 to demand-driven employment and training opportunities with a particular focus on young adults without a secondary credential. To do this, SkillUp will develop a 5-8 year strategic plan in partnership with the Community Center for Education Results, Port Jobs, South Seattle College, the Puget Sound Educational Service District, King County, Seattle Education Access, the Workforce Development Council of Seattle-King County, United Way of King County and others.

SkillUp and its Generation Work partners will identify and document lessons learned from creating supported onramps for Opportunity Youth to: (1) pre-apprenticeship opportunities in aviation, maritime, construction, advanced manufacturing, and information technology; and (2) entry-level trades and logistics employment and training opportunities for young adult job seekers at Port Jobs' Airport University. These lessons will inform how employment pathways and programming can be embedded in existing and new state Open Doors-funded dropout recovery and HS 21+ programs as well as inform how positive youth development can be embedded into career pathway programs and employment opportunities.

Generation Work is a multi-site and multi-year Annie E Casey Foundation initiative focused on increasing job opportunities for America's young adults, enabling them to begin building careers and develop the skills employers need. Close to $6 million will be awarded over four years to partnerships integrating positive youth development with demand-driven employment strategies in five cities: Seattle, Indianapolis, Cleveland, Hartford, and Philadelphia.

YEAR ONE GENERATION WORK ACTIVITIES

Generation Work funds will support the following planning activities in 2016:

- Establish and convene a young adult employment sub-committee of the Roadmap Projects' Opportunity Youth Advisory Group to develop a systems-focused, scalable strategic plan to expand demand-driven and positive youth development-infused career pathways for OY;
- Establish Memorandums of Understanding supporting shared referral and recruitment protocols for connecting young adults from Open Doors and High School 21+ secondary credential programs to pre-apprenticeship opportunities in aviation, manufacturing, maritime, construction, and information technology;
- Establish an Open Doors-funded partnership at the airport, designed to connect young adults to entry-level port-related employment while offering contextualized academic courses to support their attainment of high school and post-secondary credentials ;
- Engage and support young adults as they move from Open Doors and/or High School 21+ educational providers to pre-apprenticeship and port-related employment and next-step training;
- Participate in all Generation Work data collection and assessment activities;
- Document work of two pilot strategies, including guidance for planning, implementing, and evaluating demand-driven young adult re-engagement strategies, embedding of positive youth development strategies and make improvements in project model and protocols;
- Interview 50+ employers currently partnering with existing re-engagement programs and partnerships and establish employer feedback loops to inform and improve program design, service and funding integration and evaluate the relationship between persistence and their use of youth development strategies;
- Develop a Generation Work communications strategy and communicate results to employers, other providers, and funders in support of systems change and scale.

GENERATION WORK RESULTS
Generation Work activities will result in a strategic alignment of services and resources supporting dropout recovery education providers and demand-driven industry partnerships serving multiple sectors and employers, with the number of pathways and employment opportunities for young adults 18-29 in Seattle and King County increasing over time.

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GENERATION WORK Q & A

WHAT IS THE PROBLEM GENERATION WORK IS TRYING TO ADDRESS?

Close to 4,000 Opportunity Youth – youth 16-24 who are not working and not in school – have been identified in the Roadmap region alone. To address this issue, the Roadmap Project's Opportunity Youth Advisory Group developed a re-engagement system that maximizes Washington State's unique Open Doors dropout recovery policy and aligns with adult education options within the community college system. Generation Work intends to build off this work by developing different re-engagement pathway models focused on employment opportunities and career pathways. These new models will address the realities of the labor market given BLS predictions that 60% of jobs by 2018 will require a certificate or degree, underscoring the need to engage young adults in strategies which build their education and employment skills in tandem.

WHEN WILL THE GENERATION WORK SUBCOMMITTEE MEET?

The larger GW subcommittee will meet prior to quarterly Roadmap Opportunity Youth Advisory Group meetings. A smaller work group (or set of work groups) will meet more often to address specific components of the Generation Work scope including (but not limited to) employer engagement, referral and recruitment protocols, and start-up activities for new Open Doors-funded education programs. We anticipate work groups will meet at least monthly.

WHAT KINDS OF DATA WILL BE COLLECTED AND/OR SHARED?

Generation Work partners will establish data sharing agreements between key partners to collect and begin tracking baseline measurements of young adults 18-29 who: (1) enroll in Generation Work pathway partnerships and develop customized career plans; (2) visit job sites and/or campus training facilities; (3) obtain secondary credential and/or industry-recognized certificates; (4) enter and advance in employment related to their career path choice; and (5) experience wage and job progression.

WHO IS INVOLVED?

PARTNER	ROLE
SkillUp Washington	Generation Work project management and fiscal lead; Facilitation of Generation Work subcommittee; Documentation and dissemination of lessons learned
CCER	Establishment of Generation Work subcommittee to Opportunity Youth Advisory Group; Data collection and sharing assistance; Technical assistance around establishment of new Open Doors-funded dropout recovery programs and referral and recruitment protocols
Port Jobs	Employment and career path opportunities in Transportation Distribution Logistics; Employer engagement
South Seattle College Georgetown campus	Pre-apprenticeship pathway opportunities in advanced manufacturing, aviation, maritime, and construction; Employer engagement
Puget Sound ESD	Technical assistance around establishment of new Open Doors-funded dropout recovery programs and referral and recruitment protocols; professional development
King County Employment & Education Resources	Recruitment and referral of young adults from Open Doors-funded dropout recovery programs
Workforce Development Council of Seattle-King County	Employment and education data collection and sharing assistance; Aligning GW activities with WIOA and Performance Partnership Pilot grants; Employer engagement
Seattle Education Access	College and career navigation for young adults referred to Generation Work pathway opportunities at Port Jobs and South Seattle College
United Way of King County	Alignment with United Way-funded Opportunity Youth and dropout recovery programs
State Board of Community and Technical Colleges	Technical assistance and alignment related to statewide adult education programs and initiatives including (but not limited to) High School 21+ and I-BEST

As the Generation Work subcommittee meets and the work unfolds we anticipate the partnership will grow to include others not currently on this list but whose work closely aligns with our anticipated activities and results.