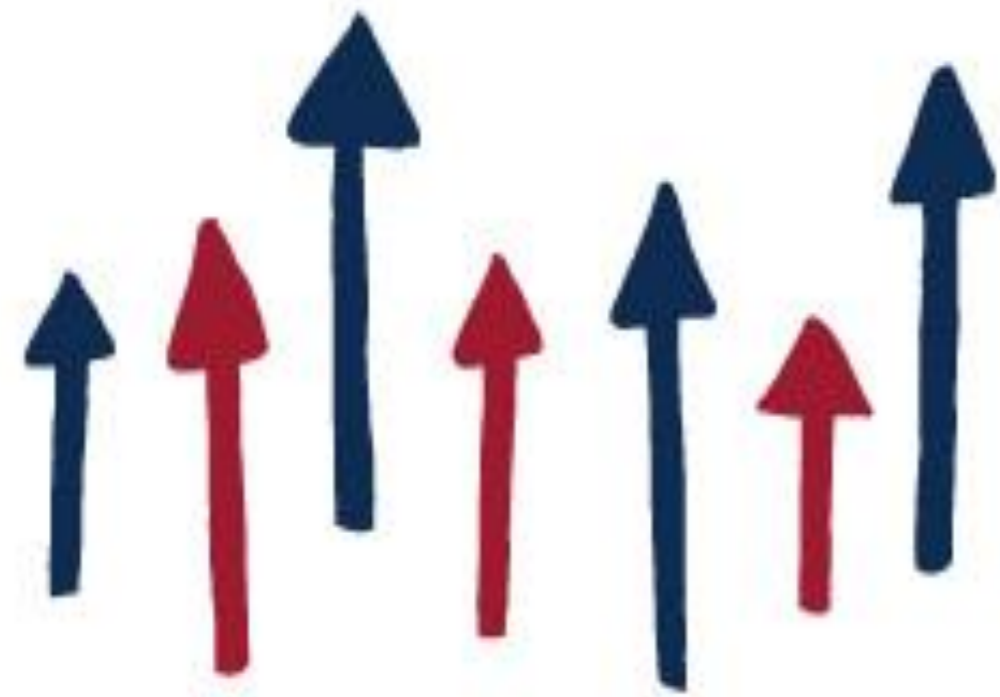


# 100,000 OPPORTUNITIES INITIATIVE

March 2016



## 100,000 OPPORTUNITIES Initiative





# About 100,000 Opportunities Initiative

March 2016

5.6 MILLION  
AMERICANS  
BETWEEN 16 & 24  
ARE OUT OF  
SCHOOL AND NOT  
WORKING

**About.** Launched in August 2015, **35+ major companies** have joined one of the largest employer-led youth focused movements in the United States to create more pathways to **economic opportunity** for young Americans.

**Goal.** Engage at least **100,000 Opportunity Youth** – 16-24 year olds who face systemic barriers to jobs and education – by 2018 through apprenticeships, internships, and part-time and full-time **jobs**.

**Approach.** The 100k Opportunities Initiative will achieve this through:

Employer-Led  
Communities of Practice



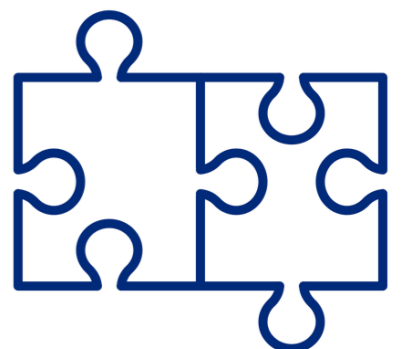
Direct Hiring



Demonstration Cities &  
Spark Events



Strategic  
Investments





# Opportunity Fair Video

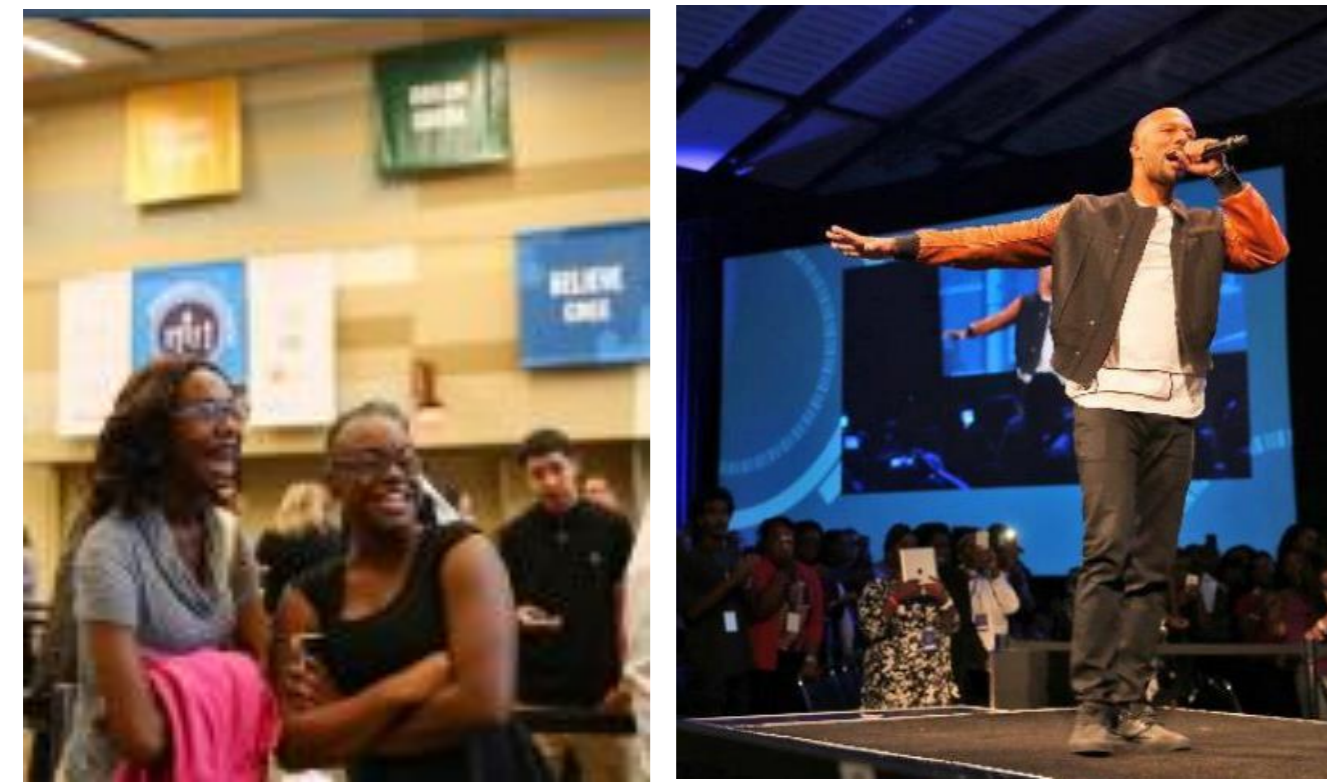


# Opportunity Fair Results

March 2016



In 3 events, **2300+** job offers extended,



**17,000+** opportunity youth impacted,  
**9,000** youth attending

**~2,500** interviews,

**150+** community-based organizations involved,

**700+** volunteers,

...and, hundreds of new resumes, job applications,  
mock interviews, new outfits, workshops, mentors,  
and new connections made



# Seattle Opportunity Fair & Forum Overview

DISCUSSION DRAFT: March 4, 2016



## Objectives

1. Create opportunities for young adults to connect with services and employers
2. Create momentum for ongoing investment, spotlight, and efforts to re-engage youth in Seattle

### 1 Jumpstart My Career

Resume station with 100+ computers & printers  
Mock interviews & interview prep workshops  
Connections to support services like work training, document procurement, record expungement, etc.

### 3 Continuing My Education

College & community colleges  
High school equivalency & reengagement  
Workshops on financing, admissions, and more

### 5 Contributing to My Community

Services to help youth engage and give back, including voter registration, community service, and youth leadership

### 2 Find My Career Match

Networking with companies & 1000+ pre-scheduled interviews  
Job application computer stations & support  
Other support services, including apprenticeships

### 4 Creating My Successful Future

Support services including: Banking & Financial Literacy Services & Support, Mentorship, Housing, Food Handling Permits & transportation  
Goal setting and job skills workshops

### 6 Inspirational Moments & Fun

Transformative stories amazing speakers, food, makeovers, and other engaging activities

# Seattle/King County Opportunity Fair Job Opportunities

**Geography:** roles are available across the region, and candidates will be placed based on their geographical preferences to the degree possible

**Jobs types** include sales and retail associates, cooks and bakers, drivers, shift supervisors,

Some jobs are **18+**



## Confirmed Employers (as of 3/17)



NORDSTROM



TEAVANA®



*Interviews slots available for youth to "pre-scheduling" 2 weeks before the event.*

*Youth will be able to schedule up to 1-2 interviews in advance, until all interview slots are full*



# Youth Outreach Framework

March 2015

## Activate Network of CBOs & Influencers

- Work with the extensive network of agencies, CBOs, caseworkers, teachers, churches, and others to get the word out. This can include specific **challenges and incentives** to organizations that drive the most youth to the event.
- Activate **influencers** to get the word out through newsletters or other efforts

## Direct Outreach to Youth

- Partner to reach out to youth directly through **text and email** lists, such as youth engaged in summer employment programs or who have applied for training programs or national service efforts but not been accepted
- Have a presence/flyers in key **community locations** (like community centers, parks, etc) or at key related **events**

## Broad Media & Social Media Campaign

- Use the platform of the coalition and the Mayor's office to reach youth and influencers (parents, guardians, etc) through **traditional & social media**
- Create a **social media tool kit** for community organizations and leaders to leverage



# Opportunity Fair Registration & Readiness Process

March 2016

## Registration (Prior to Event)

### Visit Website

100kOpportunities.org/Seattle  
to learn more about the fair and register

### Confirmation

Youth will receive email and/or text  
confirmations with all details about the event

### Reminder

Youth receive email and/or text  
reminders 24-48 hours prior 2/11



### Register & Select Interviews

From the website, youth will be able to register  
through a series of simple questions and schedule up  
to 2 interviews as slots are available.

**Registration Available ~4/5 or sooner**

**Interviews Available 2 weeks prior to the fair**

### Applications

If youth schedule an interview their confirmation will  
include application information. They **MUST** complete an  
application in advance of their interviews. If youth cannot  
apply in advance, they will be able to apply at the fair.

### Attend!

## Walk-In

Providing for capacity, walk-in and day of registrants will be welcomed. They will complete the same registration process on site and will be able to meet with companies and other services.





# We Need Your Help!

March 2016

“I believe in the talent that lies within our young people, and I know that when we give them a real chance, they will achieve and soar.”

- Common

- 1. Register & Prepare Youth** for the event
- 2. Spread the word** in your organizations & in the community – tell your leaders, your staff, your partner organizations and your communities. A social media tool kit will be available mid January
- 3. Volunteer!** There will be opportunities for you or your teams to support the event. Volunteer registration will be open 1/11 on [100kOpportunities.org/Seattle](http://100kOpportunities.org/Seattle)

# Discussion

- What strategies, networks, and outreach methods can we leverage to **get the word out to youth** and have them register for the fair?
- How can you help **minimize attrition** of registered youth?
- How can we **help you** (tools, resources, etc.)?



Thank You!

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