

Durham YouthWorks 2021 Program Outcomes

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2021 Program Framework: 14-15 year old participants

Session	Number of youth who completed the program	Activity overview by week
Session A	19	Weeks 1 & 2: Knox St Studios (essential skills focus: critical thinking, creative problem solving, teamwork) Weeks 3 & 4: YES Consortium (finance and savings skills, develop a creative product, shark tank presentation with employers)
Session B	23	
Session C	18	
Session D	13	
Session H (Hybrid)	11	Weeks 1 & 2: Smart City Hub (essential skills focus: critical thinking, creative problem solving, teamwork) Weeks 3 & 4: Police Athletic League (in person experience)

2021 Program Framework: 16-24 year old participants

Session	Number of youth who completed the program
Session 1	90
Session 2	99
Session 3	103

Activities in each 4-week session included:

- **Week 1:** Employability skills, job search skills, interview skills
- **Week 2:** Industry pathway deep dives, finances, workplace behavior
- **Week 3:** Career panel, expert panel, worksite tours, team project, journaling
- **Week 4:** Career panel, expert panel, worksite tours, team project, journaling, presentations

Experiences with high demand pathways were offered across all three 16-24 year-old sessions

	Session 1	Session 2	Session 3
Life Sciences & BioTech	●	●	●
Entrepreneurship	●	●	●
IT	●	●	●
Government	●	●	●
Hospitality	●	●	●
Health Sciences	●		
Construction & Skilled Trades		●	●

Top reasons youth participate

“I'm pretty sure the money was a big driving factor for everybody, but not just with the money, but having the experience of getting to go to jobs that you were actually interested in or related to what you were looking for... It was a good opportunity for me and I guess everyone who wanted to build off of their own skills and improve themselves.”



Add experience to my resume or job application



Build skills to be successful in any job



Earn money



Build skills related to desired job



Add experience to my college application



Make business connections

96% reported
they learned useful
career readiness
skills

"It just exposed me to different things that I needed to do that I hadn't known that I needed to do in terms of resume, interviewing, etiquette. It helped me build those skills and made me aware that if this is the path that I want to go on, then I need these skills or I need these resources or items, like a resume, in order to get there."

"We had to learn how to make a project in under two weeks and then present it to people that we don't even know, which was scary, but like we learned how to socialize and adjust."

99% of youth
learned useful
information
in the career sector
pathway work



New career and job opportunities



Existence of local companies and career pathways



Day to day activities and responsibilities in specific occupations



How to speak with professionals in an industry

MAKING CONNECTIONS



*“As the weeks went on, I would actually look forward to having to go up to [program] days and having to meet those **people who I had built strong connections with**. It was a joy to sign on to hear and get to meet the people again, communicate with my group, and **build skills together and learn together**. It is a great opportunity to me and I'm glad I could participate in this program.”*

“I met some wonderful people that I can contact now and still be able to introduce myself and ask for the help, if need be... The companies that came and talked to us were all friendly, very observant, responsive to everyone, and tried to answer questions as best they could. And if they didn't know the answer, they tried to figure it out for us.”

*“There was **a lot of opportunity to network** throughout the program, and I feel like if you took advantage of that, that **definitely prepared you for the future**.”*

“It just teaches you things that you can use in the real world.”

“I did learn lots of information that can carry on through my life, that can carry on with my career and help me throughout my senior year.”

97% of youth are likely to recommend the program

“You get an insight on what it's like to be an adult, what it's like to kind of transfer or transition into adulthood and being more responsible. So, I think this is a pretty good program.”

315 local professionals engaged across the 8 industry sectors

Career panels

Career
conversations

Expert panels

Mentoring

Pitch/Challenge
judging

Industry deep
dive

Education
pathway deep
dive

Worksite tour

Employers see the opportunity for a pipeline

- **93% of employers would consider hiring a participant if they had the appropriate position available.**
- **7+ employers are actively recruiting program participants, and 10+ others plan to recruit participants in the future.**

- *“Durham YouthWorks has recognized that [BioTech] is a growing industry in our area. And it certainly is beneficial to companies like mine and others to develop a strong workforce so that we can continue to feed that economic growth in this area. So, seeing that and being able to make those connections is why I got involved.”*
- *“I thought that YouthWorks would be a good opportunity for us to let some of the young adults in our city know what [the police department] did and see if it would be something they were interested in.”*

• Note: Numeric data comes from employer surveys conducted after each session (N=58). Quotes were captured from transcripts of focus groups with 25 business participants.

“This program is something that could be a model for other cities that are going through rapid development and workforce shortages. This could be something that could really be a model to show other jurisdictions how to help adults find career paths they needed.”

Businesses reported high program quality and value

96% of employers thought **participating was valuable** for themselves or their organization

95% of employers **would recommend the program** to colleagues and peers

Note: Numeric data comes from employer surveys conducted after each session (N=58).

Quote was captured from transcripts of focus groups with 25 business participants.



Initial Considerations for 2022

- Earlier Planning
- Offering (some) activities in-person vs. virtual
- Improving 'match-making' for both youth and businesses