

*June 3, 2011*

**THE WHITE HOUSE COUNCIL**

— ★ ★ ★ ★ *for* ★ ★ ★ ★ —

**COMMUNITY SOLUTIONS**

**What We've Learned *from* Youth: Youth Voices**

*- Communications Workgroup -*



# Communicating Pathways

*From the First Council Meeting (February 4, 2011):*

## Communications Workgroup Objectives

- ☆ All “leadership” stakeholders (non-profit leaders, government leaders, education leaders, business leaders) know the overarching (and compelling) narrative of the need, the path forward, and they can cite compelling examples of “what works”
- ☆ Every motivated young person knows and can access – much like he or she knows how to dial 911 – a place to turn to determine what is available when he/she needs social, academic or work support to stay on path to education, work, family and community success – and how to advocate for his/her needs



# What We Want to Do

- CONNECT** local stakeholders    **CONVENE** listening sessions    **CATALYZE** community solutions
- ☆ Youth / Caregivers
  - ☆ Business
  - ☆ Government
  - ☆ Education
  - ☆ Non-profit
- ☆ Create a Safe Space
  - ☆ Identify Issues
  - ☆ Highlight Solutions
  - ☆ Synthesize and Report
- ☆ Continue to Listen and Learn
  - ☆ Communicate Widely
  - ☆ Capitalize on Key Learnings



# Connect Local Stakeholders

## Youth-Focused Listening Sessions

- ☆ Held in 3 communities – New Orleans, Houston and Atlanta
- ☆ Understand youth needs and barriers
- ☆ Begin to capture the youth voice

## Youth Participants, Ages 16-24

- ☆ Mismatched with employment system
- ☆ Mismatched with education system
- ☆ Facing obstacles outside of education
- ☆ Facing multiple hurdles

## Observers/Moderators: Partners of the Local Youth-Serving Organizations

- ☆ Youth Caregivers
- ☆ Youth-Serving Organizations
- ☆ Education Leaders
- ☆ Business Leaders
- ☆ Government Officials

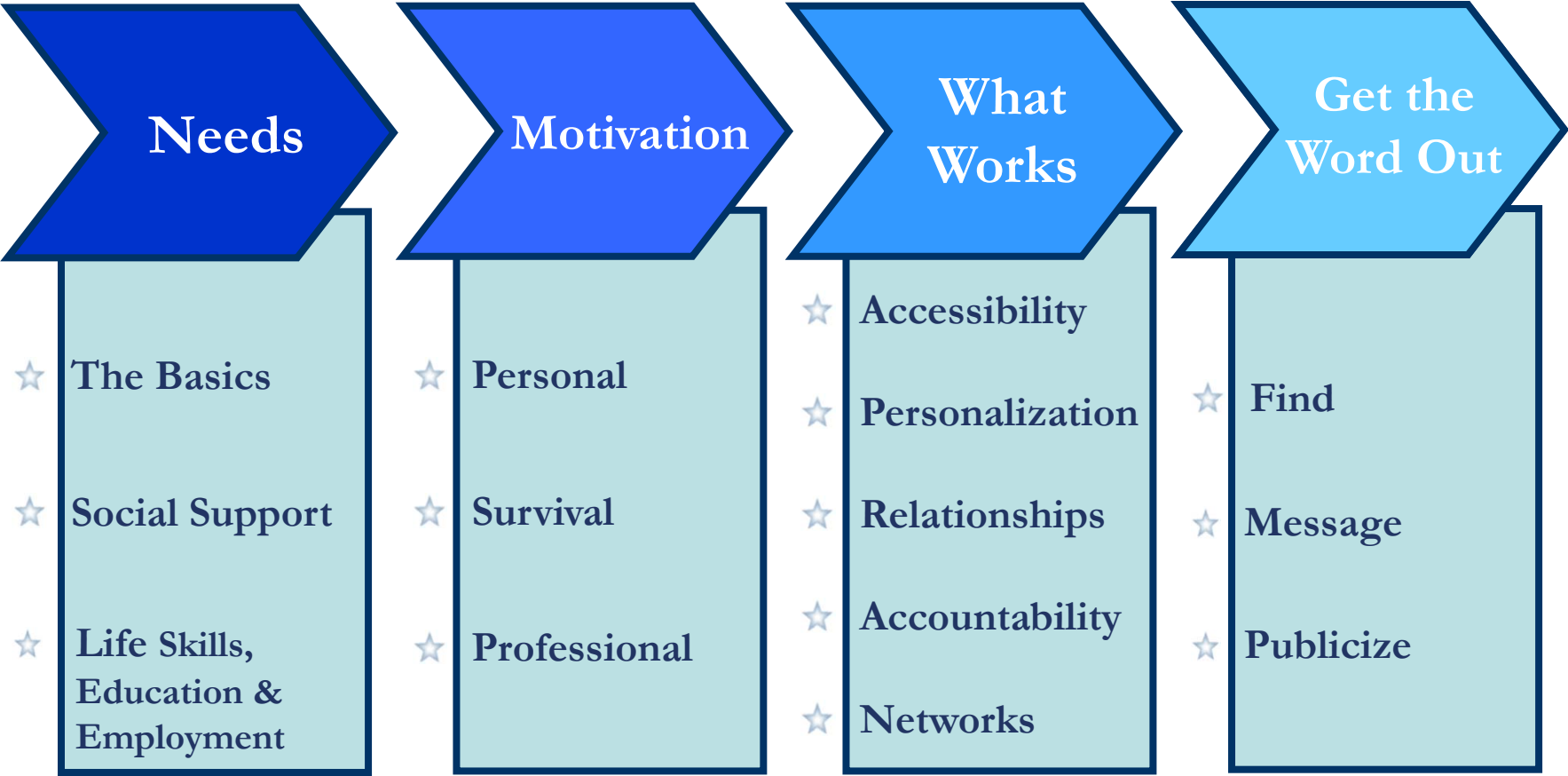


# Convene Listening Sessions

		<b>NEW ORLEANS</b>	<b>ATLANTA</b>	<b>HOUSTON</b>
	<b><i>Organizations of Youth and Caregivers</i></b>	Café Reconcile Liberty's Kitchen Youth Empowerment Project Tulane Drop In Center	Goodwill Youth Employment Services CHRIS Kids Visions Unlimited Youth Leadership Academy	SEARCH Homeless Services Goodwill of Houston Communities in Schools Gulf Coast Trades Center
<b><i>Adult Observers / Moderators</i></b>	<b><i>Education Leaders</i></b>	Scott Cowen, President of Tulane University	Dr. James Griffin, Morehouse School of Medicine	Mike Feinberg, Founder of KIPP Schools
	<b><i>Business Leaders</i></b>	N/A	N/A	Mayerland Harris, VP of Human Resources, H-E-B Grocery Umesh Verma, CEO of Blue Lance IT
	<b><i>Government Officials</i></b>	Mitch Landrieu, Mayor of New Orleans	Michael Julian Bond, Atlanta City Council Member Amy Phuong, Chief Service Officer	Annis Parker, Mayor of Houston Cameron Waldner, Chief Service Officer
	<b><i>Local Non-profits</i></b>	Unity of Greater New Orleans	Usher's New Look Foundation Metro Atlanta Violence Prevention Partnership The King Center & SMART, Inc.	



# What We Learned from Youth



# What Youth Need



## ★ The Basics

- ✓ Food
- ✓ Housing / Supportive Environment
- ✓ Transportation

## ★ Social Support

- ✓ Safety
- ✓ Trust
- ✓ Respect



## ★ Life Skills, Education & Employment

- ✓ Alternative Pathways
- ✓ Skill Building
- ✓ Certifications
- ✓ Internships and Job Placements



# What Motivates Youth

Motivation

## ★ Personal

- ✓ A better life for their kids
- ✓ Provide for family
- ✓ Give back, especially via volunteering
- ✓ Opportunity to believe in their aspirations

## ★ Survival

- ✓ Food to eat
- ✓ Clothes to wear
- ✓ Safe place to live

## ★ Professional

- ✓ Pursue passions – cooking, building, etc.
- ✓ Learn marketable skills and trades
- ✓ Seek greater opportunity





# Key Program Elements



What  
Works

## ☆ Accessibility

- ✓ Easy to find
- ✓ Early intervention
- ✓ Open registration
- ✓ Transportation

## ☆ Personalization

- ✓ Simple – but individual – assessment of needs
- ✓ Wraparound services to address physical, social, emotional, mental and financial needs

## ☆ Relationships

- ✓ Value of a caring adult
- ✓ Create what many have never experienced

## ☆ Accountability

- ✓ Proven and stable programs
- ✓ Freedom for youth to grow and mature

## ☆ Networks

- ✓ Provide opportunity for engaging with other youth and support systems
- ✓ Share data and information among service providers



# Opportunity to Share and Promote



## ★ Find

- ✓ Alternative schools
- ✓ Respected organizations
- ✓ Justice / Foster system
- ✓ Job training centers
- ✓ Day shelters
- ✓ Rehab facilities

## ★ Message

- ✓ Simple
- ✓ Inspirational
- ✓ Relatable
- ✓ Tangible
- ✓ Actionable
- ✓ Repeatable



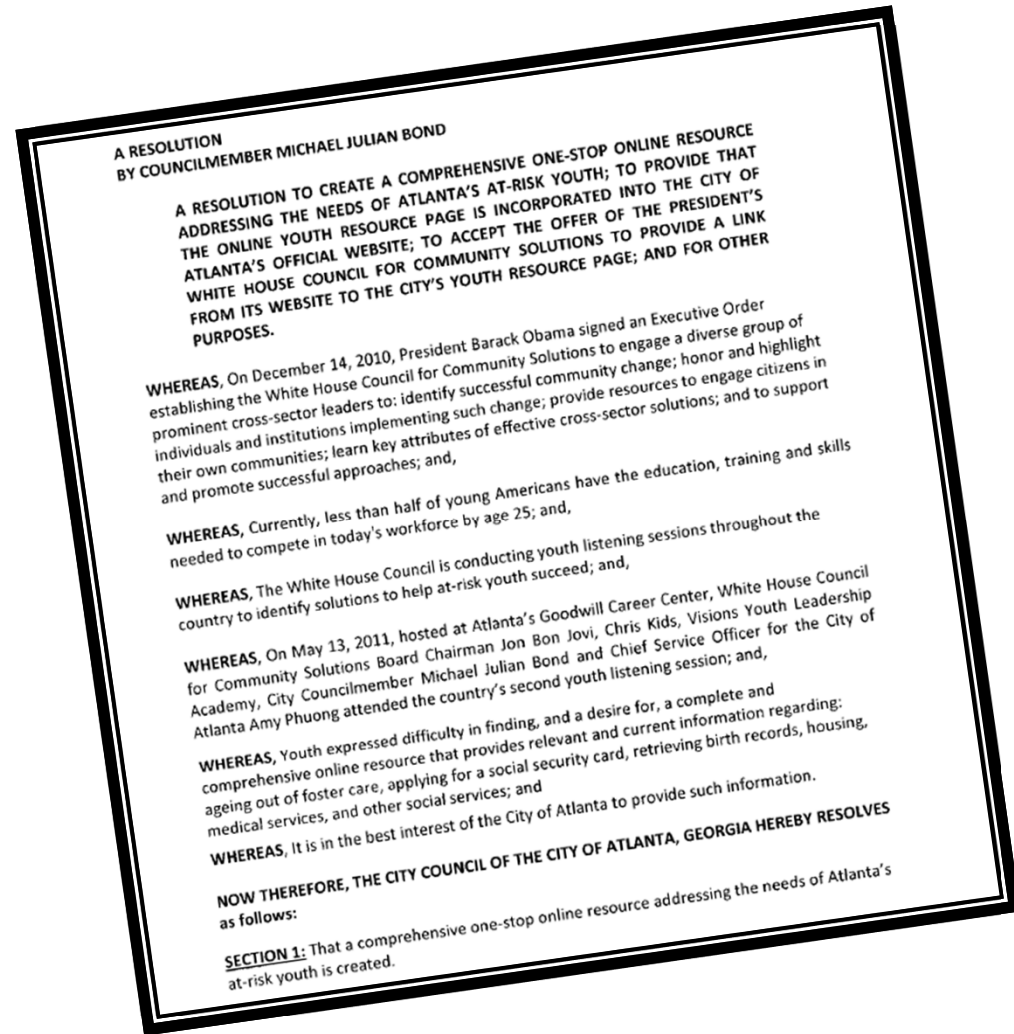
## ★ Publicize

- ✓ Flyers, billboards
- ✓ Social media
- ✓ One-stop website
- ✓ Phone hotline
- ✓ Meetings, events
- ✓ Street team



# Catalyze Solutions (Atlanta)

- ★ Council Member Michael Julian Bond attended the **Listening Session** held on Friday, May 13...
- ★ **Youth** suggested a solution to create a Web site connecting youth to organizations and resources
- ★ Measure was submitted and **ADOPTED** by City Council on Monday, May 16.



# Next Steps

- ★ Continue to Listen and Learn
- ★ Capitalize on Key Learnings
- ★ Communicate Widely

