

TRANSCRIPT – May 9, 2012

WHITE HOUSE COUNCIL FOR COMMUNITY SOLUTIONS

VOTE AND PUBLIC MEETING

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MS. BENDHEIM: Hello this is Kathy Bendheim and we are now in session. Good afternoon, everyone. Welcome to the public meeting of the White House Council for Community Solutions. Our meeting is being recorded and the recording will be made available on the White House Council website next week where you can also submit comments and questions.

On the phone we also have the members of the White House Council and Marta Urquilla from the White House Office of Social Innovation. I now turn the meeting over to the chair, Patty Stonesifer.

MS. STONESIFER: Welcome everybody. We want to review very briefly the major goals for our meeting. Our primary objective is to discuss and vote on the Council's final recommendations that we will be delivering later this month to the White House. But in addition we want to update everyone on some critical and exciting progress that's been made since our last public meeting.

As you remember, in the executive order, the president very specifically directed us to make recommendations on how to engage all stakeholders in community solutions and to identify a specific policy area in which the government is investing significant resources that really lends itself to cross-sector work.

The policy area we selected was disconnected or as we prefer to say in this Council, opportunity youth. So I -- for each strategy that we are going to be proposing to the White House, a council member will give an overview of the strategy and the recommendations. There will be time for discussion and consideration of amendments to those recommendations, and then I will call for a motion to either amend or approve. We will use a voice vote unless it becomes unclear whether a majority is in favor at which point we will turn to a roll call vote.

But before we turn to that business of the recommendations, I want to start just with a brief summary of the Council activities that got us to today.

We have proceeded in three phases in the short 18 months that this Council has actually had to work. In phase one we did fact finding and listening to establish our knowledge base. And that started with reaching out to our partners in foundations and nonprofits and academics and in other practitioners who were directly involved with creating great community solutions. In very -- in our very first discussion we had Bob Schwartz from Harvard, we had John Kenya from FSG talking about community

solutions and impact and a wide range of academics practitioners and thought leaders brought us invaluable information as we processed what should this Council do and how should we proceed.

In addition, during that same period, we had this wonderful advantage of Jon Bon Jovi with great help from Michael Kempner going out and listening directly to youth, what did youth want, need, what was their experience, and what should this Council be considering.

Out of that, we really tightened our focus to really looking at this idea of collective impact of needle moving community collaboratives as a critical part of community solutions and of very specifically identifying the cohort of American citizens that we were interested in focusing on as opportunity youth. And that all came out of this very first phase of our work.

In phase two we began to leverage the knowledge that everyone had brought to us to develop and launch resources. And at that time we were able to come out with a community collaborative tool box which really, with the help of Bridge span and work of many Council members and many practitioners, a document's best practices, tools, and models to really create needle moving change when community members come together against major issues in their community.

The second major area of knowledge to be brought forward was an employer tool kit. Again, working with important external parties like colleagues at Gap, like folks at Corporate Voices for Working Families, and at like many employers who reviewed these ideas and efforts, the Council was able to come together to create this tool kit which has a single goal, connecting youth to employment, a simple guide for employers to create a mutually beneficial youth engagement program. And I'd stress the mutually beneficial because we believe these programs are most successful when both the employer and the young new employee are benefited. So that employer tool kit also came forward.

The third area of knowledge advancement that was put forward was direct research and knowledge of the needs of youth themselves. The Council again through academic partnership was able to bring forward the economic value of opportunity use, a report on the size and population of disconnected youth, and the cost of an action to taxpayers and society which through all of our many outreach to media, I can tell you off the top of my head is \$93 billion in 2011 alone and direct cost of direct taxes and direct cost of services, and perhaps equally or more importantly the benefits of reinvesting in these youths.

Complimenting these three -- the collaborative tool kit, the employer tool kit, and the economic value of opportunity youth was a fourth and equally important offering by an outside effort led by America's promise which is Opportunity Road, again bringing the direct voices of youth of what their expectations, needs, and aspirations were.

These new areas of knowledge came together and were presented at the time of a very important White House push on summer jobs plus. And the goal was set in January at summer jobs plus to, not only identify 250,000 summer jobs or summer opportunities or year-round opportunities for youth, but also the presidential challenged the sector and all of us to learn more about what the specific needs

were for opportunity youth. And that 250,000 jobs challenge, just a few weeks ago, the White House announced that challenge has been met and exceeded. I think the number is now over 300,000 and growing.

So this was all part of the phase two effort and also the launch of phase three which in response to the president's request, we have begun to build awareness of this issue, working with outreach activities all over the country. And we were speaking about one earlier.

There have been over 120 outreach activities including op eds, articles, and speeches by Council members and those who are close to Council members including, as I was saying just yesterday, the advocate and important article about new resources for disconnected youth, but we have been really, really grateful for the enormous amount of work. And if we added all the tweets in here, and the Facebook postings, this would definitely be in the many thousands of outreach efforts. So that was part of our building aware and shining a spotlight on what works.

Another very important part was advocating for greater systemic change to support success and bringing community leaders and community members together. And United Way was an enormous partner in that effort. They held over 125 community conversations since our last meeting in January. With more than 35 different communities, there were many of those conversations where Council members were involved in Seattle, in San Francisco, in New Orleans, in New York, here in DC, in Maryland. I was able to go in Oregon and in Denver.

We really learned an enormous amount but also saw a tremendous amount of energy emerging in communities to take these tools, whether it's the community collaborative's tools or this new awareness of the three lanes that every employer can engage on to support youth or this idea of youth first and youth involved and youth designed solutions really going forward in communities around the country. And we owe an enormous thanks to United Way for that effort.

There are a huge additional range of third party efforts that also began and are under way, but I will stop at those few right now. And if we have time at the end of our session, we can return to more third party efforts.

I would also say that our work in addition to these recommendations will also be discussed at a White House youth summit that is being scheduled for June once our recommendations have been delivered to the White House.

So all of the work today has been amazing, has been broad, has required all of the Council members and all of their weight and connections. And of course, we are standing on the shoulders of people who have been working this issue and clamoring for attention to this issue for decades ahead. I have to emphasize this. And with their blessing and their input and your input, we are ready to move on to actually discuss the draft recommendations that came out of all of this listening, learning, and research.

And so without further adieu, I would start by reminding everyone that the draft recommendations are available to the public on serve.gov. And I'll ask Kathy to remind us exactly where they are on serve.gov for those who might be participating.

MS. BENDHEIM: If you go to White House Council's home page under resources, it will be listed there.

MS. STONESIFER: Okay. So those draft recommendations, I believe, are in front of all Council members that are on the call right now. And you have had time to review them as have our public members.

And so with without further adieu, I will turn -- you know that they are divided into four strategies. And as I said, we will discuss each one of those strategies led by a Council member, and then amend recommendations as needed and look for a vote at each strategy level.

So without further adieu, I'll turn to Paul Schmitz to give us an overview of strategy one, driving the development of successful cross-sector community collaborations.

So, Paul?

MR. SCHMITZ: Thank you, Patty. This work, as everyone knows, is based on the idea that how do we bring organizations together to collectively move the needle in their communities. If you will excuse me one moment, I just arrived on a flight and I've got the information before me, but they just started blasting music over where I'm standing. So if you can give me ten seconds, I'm going to move to a quieter place.

MS. STONESIFER: While Paul is doing that, I'm going to give you one more third party update then. See, Paul, how good I am for you?

Spark Opportunity is one of the third parties that is running a youth challenge. And we want to make sure that everyone knows that that youth challenge, I think, is looking at the last ticker, expires in 6 days, 5 hours, and 43 minutes. And they have over a hundred submissions. And the idea of this challenge that John Bon Jovi and with a youth produced video kicked off on line, the idea of this challenge is if we believe in youth designed solutions, let's hear from youth about solutions that they have. And there's some fabulous ones in there.

My current favorite, which I don't get to vote, right, is the resume mobile with a young person driving a resume around with the right technology and the right skills to help young people actually shape their resume and decide where to put it on line, where to put it -- where to get it in the mail.

So how are you doing Paul? Are you ready to take --

MR. SCHMITZ: Good. Good. Thank you, Patty. I'm so sorry. It's just all of a sudden where I was standing somehow the speaker went poker head and started blasting.

So this work is based on the idea of how do we bring organizations together. We have often seen where there's lots of pockets of success in communities. How do you knit all that work together to really move the needle so that you can move your graduation rate up for a whole city by 20 points or reduce crime by 35 percent or other kind of needle moving efforts.

And we have identified six recommendations to expand this work that we work on for the Council.

The first is to prioritize funding for best practice cross-sector collaboratives. And specifically we want to make sure that we support the initiatives and disconnect the youth initiative in the 2013 budget which pooled funding from education, labor, and HHS to create collaborative programs for opportunity youth. And it really is about how do you create interagency strategies to strengthen the impact of the program and really move from kind of all siloed activities to really connected activities.

The second is promoting a collaborative use of data across agency lines because we found that one of the keys to successful collaboration is having shared goals around common metrics.

Most communities have multiple data systems created specifically for the various agency programs and funding sources they have which makes tracking a consistent metric difficult.

So we recommend that while upholding privacy, there's flexibility of the connecting systems, and we also recommend that privacy laws be updated to make it easier to share information without compromising privacy and provide guidance for interagency sharing of data.

The third recommendation is to align policies to reduce fragmentation, improve efficiency, and achieve better results.

And in this case, you can see that most communities have multiple fragmented efforts to address complex issues. And each one is governed by a different federal agency, by different kinds of grants to create a more holistic set of services required for opportunity youth, we believe that these must be aligned around their needs, and for supporting the administration's proposed performance partnership pilots for disconnected youth which will allow flexibility to create, simplify, and align eligibility criteria, use of the funds, and reporting of cross-programs. Where these pilots are successful, we recommend making that flexibility widely available.

Fourth, we recommend creating a national community practice. When we pulled together a number of these collaborative efforts around the country, for me, it was the first time they had all talked to each other. And since we found that great success can be accomplished with these types of collaborations, we recommend that the nonprofit sector come together and create a national community of practice around this concept. This would allow for focused leadership and sharing of best practices.

My apologies again for the speaker.

Number five, it replicates success -- successful aspects of youth opportunity grants. These grants provide funding for all services in the community to come together around youth in a safe youth community center. These funds were discontinued in 2003, and while not all were successful, evaluations demonstrate successful aspects that we recommend reinstating.

And finally, in six, we recommend the creation of an incentive fund that is a portion of the work force investment acts funding to really allow us to fund cross-sector collaboratives to address the needs of disconnected youths rather than just funding individual program efforts scattered all over the place.

So those are the recommendations that we are bringing the White House. In addition, I think many of you know there are other efforts that this project has begun that are outside of the government, but we are very excited that the support is really continuing, people are really looking at how to move the needle. And one of the things we have learned from the collaboratives that we met with is that they are really seeking ways for the government to support those efforts and not get in the way.

MS. STONESIFER: So, Paul, that was very helpful as an overview for the recommendations that are in front of everyone.

Are there questions to Paul before I ask for a couple of clarifications of my own? Anyone have questions and/or thoughts of things that we missed in this section on how to drive forward the use of very, you know, high stakes, high metrics community collaborations?

So, Norm, I wondered whether or not you think this idea that communities often have fragmented efforts, are we on target with this third one where we are talking about administrative flexibility, and is it likely that we can also see the same kind of flexibility at the state level from a recommendation like this one? And is there any change that you would make to that having been in the mayor's seat trying to get flexibility out of federal funds?

MR. RICE: I think we are headed in the right direction. That was one of the reasons why we were looking at the idea. I mentioned to you earlier that there's got to be some flexibility at the state programs, but we created a work force development council that has all the players on that committee and we think we can expedite it.

So I think anything that allows us to get a greater degree of use of those dollars, administrative flexibility from the federal government, will be a strong indicator and I think help with the impetus for getting the flexibility at the local level.

MS. STONESIFER: Good. Any other questions from any other Council members? Or I wonder whether we had any Council members who had a point of view or wanted to weigh in on this effort of data across agency lines.

Those of you who participated in the practitioner listening sessions know that data and the use of data more flexibly was a huge part of what held back community collaborations. Has anybody got specific thoughts on that beyond what's here on the recommendation?

Okay. Well, without -- if we don't have any other discussion on this set of recommendations, is there a motion to approve this set?

MS. SILTEN: So moved.

MS. STONESIFER: Who moved it? Identify who moved it.

MS. SILTEN: This is Bobbi Silten.

MS. STONESIFER: Thank you, Bobbi.

MR. LERNER: Second.

MS. STONESIFER: Who is that?

MR. LERNER: Steve Lerner.

MS. STONESIFER: Thank you, Steve.

All in favor?

COUNCIL MEMBERS: Aye.

MS. STONESIFER: Any opposed?

(no response)

MS. STONESIFER: Well, thank you. We have established our first set of recommendations and strategy on driving the development of cross-sector -- successful cross-sector community collaborations which brings us to John Bridgeland. Bridge, as you know, is a master of much, and so he's going to present strategy to. And because Kristin Richmond is probably going to be dialing in from an airport also just the same as Paul, he will also support the presentation of strategy three.

So, Bridge, if you would start the strategy two, the creation of shared national responsibility and accountability.

MR. BRIDGELAND: Okay. Thanks, Patty. And hi, everyone. You know, given the potential that opportunity youth represents for themselves, we felt so powerfully in the Council meetings and in the

listening sessions and to our society in the economy, and also the flip side, given the costs to taxpayers in society that, Patty, you so directly mentioned early on, to reconnect them to school and work, strategy two really recommends insuring, just like the Council and the president have launched with this effort, that there is sustained national leadership and accountability for reengaging these youth over time.

And so building on the work of the Council and encouraging the efforts of past administrations as well which we applaud, we recommend the federal government create an ongoing function perhaps within the White House Domestic Policy Council itself so it gets top billing to establish goals, coordinate the extraordinary number of efforts across government, and then be -- really hold itself accountable for improving outcomes for disadvantaged youth including the more narrow population that we have been focused on which is opportunity youth.

We also recommend that, you know, much like other developed countries have done for years, that note Britain and Australia have been collecting data on these needs, not in education, employment, or training, and has led to a real national focus and a concerted effort to help them. We think the US government through the US Census Bureau and Bureau of Labor Statistics should regularly collect and report information on the size, demographics, and activities of opportunity youth.

The benefit of this as well is, as the census does it, but data sets are so large that then communities can identify the size and impact at the local level which we think will be really -- continue to be motivating to stakeholders. So this will help, we hope, keep it on the national agenda and in the national spotlight and give policymakers and stakeholders at all levels the information they need to drive and effect change.

Third, we recommend the administration conduct, and I think we heard early on in our Council sessions the importance of looking at the existing role of the federal government so to conduct a comprehensive survey of the programs and initiatives across departments and agency that are really designed to help opportunity youth to understand their effectiveness, their scale, so that limited resources can go to the most effective programs and to really look coldly at those programs that are working and those that aren't and prompt evaluation.

We also recommend scaling up and incentivizing effective programs and note that there are many effective programs that literally have thousands of young people on waiting lists, these opportunity youth who are ready to reconnect at school and work and transform their own lives. And we heard this in the listening session, saw it in the nationally representative survey how much they want to take personal responsibility for their own reconnection.

We also note some innovative ways to do this recommended. One really creative idea was establishing selection criteria for what are called pay for success proposals that provide programs that serve opportunity youth a guaranteed predetermined amount of funding if they achieve agreed upon outcomes. It really provides powerful incentive at the outset for those programs to be effective and also

by insuring that the administration's various funds for investing in innovation, social innovation, the work force innovation funds include opportunity youth and nonprofit programs.

So, you know, thanks to all the Council members who worked so hard on the suite of recommendations and we believe that together these steps will keep opportunity youth as the White House Council's really tried so hard to do over the last 18 months very high on the national agenda and will also support effective both public and private efforts to reconnect them to school and work so they can become, you know, the productive workers and citizens that they are and deserve to become.

So, Patty, that's strategy two. Should I stop there?

MS. STONESIFER: Yes, if you would, that would be great.

Any broad discussion on this set of recommendations either omissions, commotions, or just alterations from Council members? Otherwise, I again will start calling on people.

Anybody have any thoughts for Bridge on this category?

So Michele, you know that we went back and forth a bit on selection as criteria versus what was the other language, Kathy?

MS. BENDHEIM: Establishing priority.

MS. STONESIFER: Versus establishing priority. We came back, I'm sure many on this call have thought about those things. And while we would have loved to have said establishing priority, we came back purposely with this language of selection. Do you want to talk about why and insure that the fellow Council members are comfortable with that?

MS. JOLIN: Sure. I think the main reason was is we recognized that some of the programs that have been established in the last couple years in the Obama administration have a particular focus on evidence and a degree of evidence that the administration is hoping investments in the government will have and programs will build over time in order to get more impact for the resources government is directing its interventions.

So I think our concern was that if we didn't have enough evidence-based interventions, that there wouldn't be, you know, adequate resources. So by making it as a priority as opposed to a criteria that's - helps -- will allow more resources to be directed in this direction without that sort of evidence criteria being barrier to funding.

MS. STONESIFER: Anybody object to the determination that we would use selection in here instead of preference?

Okay. I think we feel comfortable with that resolution.

One more area that I would like to just see -- just hang on just a little bit, which is this lead with data. You know, obviously we all want the same thing in terms of a change in the opportunity to connect to education and employment for youth, and then you get down to the specifics, and it's -- you know, I don't know how many individual recommendations we end up here with, 32 hard slogs, but the very first one, this lead with data and the consideration of us beginning to publish a core number from the US government on the number of young people in every community that are out of work and out of school, we think of almost as a stroke of the pen. It certainly doesn't change life for them, but it is something we think was within reach for census and their partner agencies to do.

And our instinct is that at the community level that would have remarkable change if, in fact, there was a number that those who care about the health of the community were looking to and are held accountable for every year for recognition of the number of youth that have become disconnected, because it is a significant predictor of health of the community, we believe.

Are there -- anybody who have thoughts about that and/or thoughts about how we frame this recommendation because this is one we would like to see really get a yes in the very short term and want to proceed rapidly with that recommendation if this group agrees. Any thoughts on that number one of a national number?

And if Judith Rodin is on, I know that you have done a lot of work about what's good data versus bad data. Does that strike you as a useful number, Judith?

MS. RODIN: It definitely does, Patty. Thanks for asking. First of all, what you measure, you focus on, and so particularly because we have so many recommendations, all of them really important, we need to make sure that if this one is listed number one and we really are getting strong metrics, it will be a useful one for the nation and various communities to focus on. I think it is. And I think that it's a powerful reminder on a regular basis of where we are succeeding and where we have some room to go. So I endorse it. But it will garner disproportionate continuing attention, and we just need to feel confident that we agree that that's okay.

MS. STONESIFER: That's a very good PS. It will get attention and not all of it positive. But I do think as a group we generally believe that's going to be necessary. In order to get better, we need to own the facts. Others on that --

MS. RODIN: Hey, Patty, I'm sorry. I meant -- I do mean that, but I meant disproportionate in another way, that is, that which we will have measures for, will take on a greater focus for intervention than some of the things for which we don't have such clear quantifiable metrics. And we need as a council to make sure that we understand that and that we are okay with that as well.

MS. STONESIFER: So the unintended consequence of those who get less attention.

MS. RODIN: Right.

MS. STONESIFER: Since we are in a period of limited resources. Very good point too.

MS. RODIN: Patty, this is Bobbi. Just to add to this conversation, you had mentioned in your opening comments about the \$93 billion representing the 6.7 million opportunity youth. I think just having those facts, and I have been using those, it's a very powerful way to say this is in dollars and cents what the challenge is. And I think, you know, to Judy's point that it gets people to pay attention to the issue. And I think that if it's just the static number that we reference back to 2011 when the data was collected and not update that every year, I think, one, we won't know we are making progress, but also, two, it just then soon becomes a point in time that happened back in 2011. And it doesn't continue to express the problem that's growing and it doesn't also -- the data if it's not fresh may not garner the same kind of attention that it's getting right now. So I think it's important that we continue to gather it and certainly have seen reactions when people hear that number. They said, wow, this is a problem we need to pay attention to.

MS. STONESIFER: Very good. Very good. Other discussion on either that particular recommendation or other recommendations in this set?

MS. BOGGS: Patty, this is Paula. As I listen to this conversation, another thought triggers for me which is in strategy to -- as we describe who the -- what the opportunity youth do and there is attributes of them, we never -- we never point to their diversity. And my concern is, without some reference to the diversity within the 6.8 million set of young Americans, that too many members of the public will automatically reach some conclusions about this group of young people that are statistically off the mark.

MS. STONESIFER: So I think that's a very good point, Paula. So up at the point where we are identifying that 73 percent are optimistic and X percent believe they are responsible, perhaps that's the right place, not necessarily in the recommendations, but very much tied very tightly to the recommendations to also say these are not all just X. These kids represent a spectrum and here's the spectrum.

MS. BOGGS: Exactly. On page 7, I gave -- you're absolutely right and perhaps that should be the first point.

MS. STONESIFER: Good.

MS. BOGGS: You know, opportunity youth are diverse.

MS. STONESIFER: Good. And I think our draft report will have more details. And so now we are moving that up in priority. That's very good. Very good.

Any other thoughts before we move to a motion on these recommendations?

So this category of creating shared national responsibility and accountability, is there a motion to approve? And if so, please identify yourself when you make that motion. I'm just not that good on conference calls.

MR. SCHMITZ: So moved by Paul Schmitz.

MR. STRICKLAND: Second. Bill Strickland.

MS. STONESIFER: And Bill second. All in favor?

COUNCIL MEMBERS: Aye.

MS. STONESIFER: Any opposed or objections?

(No response.)

MS. STONESIFER: Very good. Thank you, Bridge. And thank you, Bridge, really for your insight and assistance in getting us here on these recommendations.

So let's move to the third category. As I was saying, Kristin may very well join us from an airport, but Bridge has agreed to be the spokesperson on behalf of the engaging youth as leaders in the solution.

And, Michael Kempner, I'm putting you on notice that I'm going to ask you to talk a little bit about this because you were out there directly with Jon Bon Jovi listening to the youth, so we will come back to you on some of it.

But, Bridge, if you could overview it for all of us.

MR. BRIDGELAND: There are so many Council members, Jon Bon Jovi, Michael Kempner, and Michael Fleming and others, had such a leading role on this. Kristin was supposed to present this so I'll try to do my best imitation. She really did an extraordinary job.

But strategy three reflects the power of the youth waste in that all that we saw in our listening sessions in communities around the country and in our Council sessions, I think we would all agree some of our favorite moments in the Council were just listening to the perspectives and listening to these young people. And also then the results, the nationally representative survey of opportunity youth that we are so reinforcing.

And Paula Boggs is right. There is a lot of richness to the diversity of this population in both the opportunity road and economic value reports and we should fully reflect that in the recommendations to the president. But then the need to insure that the solutions -- I think it was Judy Rodin who early on

said this can't be about too much of our doing something to them, but more about the sense of collectively working together and igniting those sparks within young people that can help them reconnect themselves as well.

So we recommend the creation, I think this is very exciting of a presidential youth working group made up of youth from diverse backgrounds and experiences including opportunity youth that can offer input to the president and the president's cabinet on how to make federally supported youth programs more effective.

I don't know of an instance where this has been effectively done in the past. I think it's sort of a ground breaking moment really to infuse youth perspective into these discussions.

In turn, we think it's essential to bring this youth perspective in programs outside of government as well and have the administration call on the nonprofit and faith based sectors to create a national youth council. The Youth of the Bully pulpit is appropriate here to try to create such an effort so that you have both an inside youth counsel and an effort on the outside and to incorporate youth input into program development and evaluation.

Also, given how valuable the youth perspective has been in our own proceedings, we recommend the creation of an online service directory that enables youth to assess the quality and the availability of local support services and to extend the reach of this extraordinary resource I just spent an hour fiddling around with called findyouthinfo.gov. It's a resource by the US government you can find on line that has wonderful data. You can map efforts in local communities. There are individual youth stories on site, and then it addresses a range of issues from after-school programs to bullying to positive youth development to service learning, and it is really a terrific resource.

So really, to extend the reach of this resource to the nonprofit sector so that you can rate and recommend listings and enhance these wonderful resources to the young people themselves so that those resources are really resonating with what is helping young people reconnect to school and work and community and society.

We also recommend that all youth serving programs in government, business, nonprofit, faith based should assess which of their program and advocacy needs can be filled directly by the young people themselves, the youth that they are working to serve. And we applaud the interagency working group on youth programs and think that they might undertake this assessment for the federal government.

I guess the last point is that the tenor of this is that we feel like youth are often left out of decision making, and we believe these recommendations reflect the universal theme we heard during our Council proceedings to insure that they are really at the center of designing solutions to reengage their peers to maximize results and that they are a key part of the answer.

So that's strategy three as best as I can summarize it for Kristin Richmond. And back to you, Patty.

MS. STONESIFER: Well, before I turn to Michael Kempner to see how these resonate based on what he heard from you, I want to emphasize for everybody on this call that these recommendations have actually already been reviewed by the YLI ambassadors, the young people that have been introducing -- for instance, I was at United Way, and one of the ambassadors to this Council were introducing speakers at the United Way event. And while I have been working with a young -- a group of young people that are very involved in this idea, and they, in fact, have already reviewed these recommendation, so we are trying to walk the talk along the path.

But with that said, Michael Kempner, how do you think these resonate and especially as it relates to this yelp like product for youth themselves to be able to raise and consider which programs meet their needs? Does this take us down the path and does it resonate with what you saw in Atlanta and what I think the Atlanta mayor recommended afterwards?

MR. KEMPNER: I think that it was -- you know, what we saw actually was relatively consistent in each of the four listening sessions that I have participated in. They were -- while they may have had some unique aspects to each of the cities we were in, there were some very important common themes.

And I actually think that without adding a lot to what you've already -- John and you have already gone over, I do think they resonate. I think particularly what we heard from over and over and over again, the single biggest impediment was even knowing where to go, where do you start, how do you find the programs, do you even know they exist.

So having the ability to both find -- go to a one-stop shop to find out where the programs are, how to get involved, and then taking a step, you know, further, working with them using social media and using digital communications in a way where they -- what resonates with them, so you are not talking at them, you are talking with the youth will make them much more receptive to believing the source and using the information.

So I, you know, wholeheartedly endorse what was just discussed.

MS. STONESIFER: Good. Good. Jim Canales, you know, I had already turned to Judy before, but with the funding that you do of youth programs, you know we are sitting here putting more recommendations on youth programs to do more and assess more. But before I turn it over to you, I want to note that Kathy Bendheim is pointing to me that we are six minutes before our scheduled end of the public section. We are proposing extending that just a little bit so that all of these votes are on the record. So we may be 2:05 or 2:10 before we finish this voting process, and the public meeting will continue until that time.

But, Jim Canales, are you still with us?

MR. CANALES: I'm right here.

MS. STONESIFER: And what do you think of this recommendation as it relates to the burden at some level that we are placing on youth serving programs to both involve youth in the design but also in the review?

MR. CANALES: Well, I mean, I guess one way to look at it would be a burden, but another way to look at it would be, you know, as an asset. And you know, it comes back to Judy Rodin's point about, you know, you kind of look at the data that matters and use that to kind of assess effectiveness, and what you focus on is obviously what's going to, in essence, help you identify the best way that you can have impact.

And I think, you know, these recommendations which get you to the voice of the people that we are really trying to affect into understanding that perspective is just so critical. And I think, again, for those of us who participated in these listening sessions, they were so enormously helpful and valuable and they both underscore the sense of optimism that Bridge spoke to earlier, but they also help you to realize, you know, how we can be more relevant in the kind of programming that we are both supporting and providing.

So it makes sense and I guess I view it less as a burden and more as something that helps us to be more effective.

MS. STONESIFER: So, Bill Strickland, you run one of those programs. What about the impact really right at the point of delivery?

MR. STRICKLAND: Well, I think that's absolutely critical. And one of the things that this has provided is the guys like Moo who are actually working with these kids day in and day out, have sort of an organized single point of contact and an opportunity to achieve what I have been asking for for a long time which is a continuity and consistency of effort over a long period of time with an organizational structure that is predictable, known, manageable, and in communication with itself.

Those are very, very powerful and important developments and it elevates the sort of practitioners, if you will, to a much higher level of visibility, probably would have been the case had this commission not been created.

MS. STONESIFER: Very good. Very good. I believe we have one email in recommendation that Kathy is going to give us from Jim Gibbons who wasn't able to attend the meeting.

MS. BENDHEIM: Yes. Unfortunately Jim wasn't able to attend, but he did want to raise the point. In this set of recommendations under 1B where it's speaking about calling on the nonprofit and faith based sectors to create a national youth council, he wanted to point out that there are some existing efforts in that direction, and he would like to propose that there be some acknowledgment of that, in which case the bolded, after the bolded section of that recommendation, it might read, we applaud the

coordinating efforts of existing youth organizations such as National Youth Employment Coalition and the National Collaboration for Youth.

And then as you read on, it would also add the Council calls for the expansion of an existing organization or to create a new national nonprofit youth council, just to give acknowledgment to the existing organizations as well as not call on a new organization if it's not required.

MS. STONESIFER: That seems like a very good amendment to our efforts. Any thoughts about that?

MR. BRIDGELAND: Yeah, this is Bridge. I just want to say I think Jim Gibbons' amendment -- because, you know, actually the Council reached to out and many of us actually spoke to the National Collaboration of Youth and some of the other existing youth councils, and we did hear that there was intense energy and enthusiasm for the potential for the creation of a new national youth council. But I think that's something that if we acknowledge the existing efforts and then do more outreach to really get it right, that that's really a more sensible approach than just calling for the creation of a new outside youth council.

MR. STRICKLAND: The other thing on that is -- this is Bill Strickland -- somehow to give some thought to the architecture of how that council would itself work, particularly because it would be incorporating legacy people working in the field plus some of these new initiatives. So some thought now, later, probably later, to figure out how that, in fact, would function, I think will have some direct bearing on its ability to be relevant and in touch on the go forward.

MR. SCHMITZ: This is Paul Schmitz. I just have two quick things. One is, under B, I thought it would -- it might be better to, you know, within that, rather than saying that the nonprofit of faith based sectors should create something, saying something effective about -- using a language like leadership organizations within those, because sectors can't create a council. It's going to still be created by organizations. And I think the example that's given hits that.

The other thing is that I found it a little glaring under item 2, the ImapAmerica effort which a number of major foundations and youth development organizations have supported is basically an effort that in several communities, now young people are posting all the opportunities and rating them and evaluating them. It already exists. They had met with staff last summer but saying that something should be created, and I just worry about the fact that there's something already out there that a number of folks who made major investments in that were kind of calling for something else. And so that's my other comment on this.

MS. STONESIFER: So create and/or expand emerging efforts for online youth rated service directory and obviously --

MR. SCHMITZ: I think that would be great.

MS. STONESIFER: Okay. Good. Good. I think both of those are right. We are not here to say everything must be new. We are saying it needs to be sharpened and scaled is the bottom line. So I totally agree with both of those comments.

Are there other -- are there recommendations where amending those as we speak?

MR. AUGUSTE: This is Byron Auguste. I'm really supportive of this online youth rated service directory. And I think as we describe it, the notion that it should be a third party to take it forward, I think, is very important for the robustness of it, but I think that government should still be from the standpoint of open data insuring that there is still a way that the data that the government collects level is made available on a systematic basis to these third parties who can then take that data and make it more relevant by getting this youth feedback.

But I'm just wanting to emphasize that there's still a role of the government in making sure that data is available or consistent and updated.

MS. STONESIFER: So that's an additional amendment which I think right behind the encourage the administration to challenge a nonprofit sector, instead we would encourage the administration to double down on their -- or to increase their current efforts as well as challenge because youth info is not complete, right, some of the things --

MR. AUGUSTE: Right.

MS. STONESIFER: -- that we saw? And we do have more data, as you know, around government than we have yet been able to find ways to collect and combine. So it's a good thing for the interagency effort also to look at where do we have information in the federal level that could be useful to these efforts, right? So it's another thing to put back that to that youth -- to the collaborative effort. So that's great. That's great.

Okay. So those are all very good amendments. With those three major amendments, then, thoughtful amendments, are there any other comments on this or shall -- or do I hear a motion to proceed?

MS. RODIN: I move it. Judith Rodin.

MS. STONESIFER: Okay. Good. Do I have a second?

MR. MILLER: Maurice. Second.

MS. STONESIFER: Okay. And then all in favor for engaged youth as leaders in the solution with the recommendations here plus as amended in our discussions, in favor?

COUNCIL MEMBERS: Aye.

MS. STONESIFER: Opposed?

(No response.)

MS. STONESIFER: Thank you very much. And thank you, Bridge, for double duty there.

Now let's move to our final and very important strategy for creating more robust onramps to employment. And Byron will give us that overview. Byron?

MR. AUGUSTE: Right. Well, we heard from the young people in the listening sessions and surveys they have high aspirations and that employment and a career is a very big part of it like goals. And we have also seen from the research that getting these young people into employment, very important part economic progress. It may be just coincidental, but we have almost 7 million opportunity youth identified who are not in school, not in work, and we know that six years from now, the US economy is going to need about the same number or slightly larger number of people in the work force with postsecondary credentials.

So it is in the enlightened self-interest of employers to bring opportunity youth into the work force, but employers need the help of the collaboration of the education system, government policy and services, and nonprofit organizations for this to be successful.

So our recommendations focus in three areas. One is the direct to employment channel, second employment educational pathway to employment, third employment service. So in the person direct to employment, we really applaud (inaudible) of this summer jobs plus program. And I think that that program modeled some of the ideas of learn and earn as well as job shadowing and job skills development as well as mentoring in life skills as ways that employers can help opportunity youth get into the work force.

We are inspired by some of the great work that we have seen from Corporate Voices for Working Families, United Way, and others. And the employer tool kit that's been used -- that's being used in summer jobs that Gap, Inc. contributed so much thought leadership to, these are valuable tools.

So we recommend expanding the summer jobs plus and extending it throughout the year bringing in more employers. It's quite inspiring to see what this round of employers are doing. And then to reinstate and expand the disconnected youth opportunity tax credit to include -- to offer incentives both to expand it to offer incentives for work skills and life skills programs and to renew it. That's a recommendation to the administration with support of congress.

Then in the educational pathways to employment which is extremely important, I mean the connection between education skills and employment is a tremendously important one and we see it in all the statistics, the recommendation to first create better K-12 early warning systems to make -- to reduce

dropout rates and implement retention strategies because an ounce of prevention is worth a pound of cure, that is prevention that really matters.

And then also to provide incentives for toward remediation and dropout recovery programs and to make the existence of those programs selection criteria in right from the top competitions in the future. The dropout recovery programs are a great opportunity to bring many opportunity youth back onto the path.

And then scaling is effective remediation support and career oriented instruction programs that serve opportunity youth in part because remediation in the absence of connection to a pathway to careers tend not to be successful.

So in that regard, really encourage the administration to continue to support those education efforts that are strongly linked to employment opportunities such as the collaboration between Skills for Americans' Future and the Manufacturing Institute to take an example.

And then for employers in the military to work with higher education to insure that relevant military and work experience can qualify for academic credit because that is a -- military and direct on-the-job learning are really important ways to build a path and they are not sufficiently recognized as credentials and that could help.

And then specifically we recommend supporting the blueprint for investing in America's future of transforming career and technical education as a very important component in strengthening that pathway for opportunity youth.

Finally, we have some recommendations around service opportunities for opportunity youth. First, we really applaud the National Pavilion Community for target which then places disadvantaged or disconnected youth and we recommend that more service programs adopt similar target.

In order to enable that, we also recommend that the federal government add a cross-cutting priority for opportunity youth meaning that programs serving opportunity youth should not be penalized in the review process because they serve a population of (inaudible).

And then finally to continue to promote stronger linkages from service programs into education and employment for the transition to work program seeing service and even steps to have service be more of a stepping stone to employment.

So those are our main recommendations. I would only add that across all onramps we see a really great value in helping opportunity youth to find mentors. That's consistent throughout the research. Peer mentors who had similar experiences and employer-based mentors and so forth, it's a great value and there's a number of programs that we mention in the recommendation.

MS. STONESIFER: Good. Good. Thank you, Byron. That's very helpful. And as you note, it's a multiple pathways effort. We heard that from our very first meeting. And so that's a very long one and we appreciate everyone's patience through that process.

And I would like to start with the first kickoff of a recommended change. But I'll put Steve and Jill and Maurice on notice that we haven't heard from you yet, so chime in on this one.

But I would like to consider whether or not this important effort around the blueprint for transforming career and technical education should be at the top of this list. I think we put it basically in youth chronological order starting with the K to 12 recommendation. However, there's over a billion dollars tied to this blueprint and the reauthorization of the Perkins work. And without that, I think that we would be in a very different place.

And so I don't know what others think, but I think that that's a dramatic and important effort that the administration needs to fight for in the coming months on behalf of these youths, and we should put it up near the top. Other thoughts on that?

MR. STRICKLAND: I would agree with that, Patty, but I would also suggest that we take section C out of number two where it talks about scaling effective community based and other organizations to align themselves with this effort might be also emphasized because I think the two are very closely connected. And it points us in the direction of a truly unified system of education that can reach down to the corners and up through the institutional efforts.

MS. STONESIFER: So you are talking about where we say the scale effective examples, community and faith based, to provide opportunity youth, remediations, support services, and career oriented --

THE COURT: Correct.

MS. STONESIFER: -- you are saying in partnership, so keep that closely tied to the CTE-1 because it takes both, right?

MR. STRICKLAND: Exactly. That's exactly right.

MS. STONESIFER: I see. That's between those two efforts. Very good.

Other thoughts about this important area of onramps towards employment, to employment?

MR. BRIDGELAND: Yeah, Patty. It's Bridge. I really fully endorse your boosting the CTE up the list, and I think just to make the case more compelling, we should note Tony Carnevale's data that shows 14 million in new jobs in the coming years will be in areas that require, you know, the one-year occupational certificate or the two-year associate's degree. And I feel like CTE has gotten sort of a

second class status. And the Council called again with Bob Schwartz that elevated it for us, and I think it's appropriate that that be elevated too.

MS. STONESIFER: Very good. So we'll both elevate it dimensionalize it with that data. I think that's very helpful.

Other thoughts?

MR. KEMPNER: Yeah. This is Paul. On number three about increasing service opportunities, the language under A where it says, we recommend (inaudible) expanded separate by annually increasing the percentage of disadvantaged youth plus, I would like to just propose a slight amendment to the language and say that annually by setting targets to increase the percentage. And my concern there goes back to what Judith Rodin said earlier about you manage -- you know, you manage what you measure. And I think that if they are setting targets to reach, there's something to be accountable to. And if there's no accountability, I worry it's going to get lost. And so I think that slight change of language in terms of setting targets would make a difference.

And the other thing I just wonder about is that there's something in here around, you know, I think, you know, the Department of Labor's youth filled program and other federal employment programs, just making sure that we continue to support those kinds of efforts as we also look to create new things. And I was just wondering if there had been discussion about, you know, existing federal programs that work with disconnected youth and maintaining -- you know, making sure to continue to maintain and support those efforts.

MR. STRICKLAND: Well, that's exactly why a single dot see to embrace those kinds of efforts exactly. Youth Build is one example. There are others. But they have been laboring in this area successfully for quite some time. And I think if we can elevate their and underscore and highlight some of those efforts, that could be very beneficial.

MS. STONESIFER: You know, honestly, it was in here. You tell me what section we were in.

MS. BENDHEIM: Strategy two, number three.

MS. STONESIFER: The scale-up and reward --

MS. BENDHEIM: The scale-up and reward perspective program.

MS. STONESIFER: But that doesn't mean we shouldn't say it again at the multiple pathways. So we had it under the national responsibility because we did have great conversations about the number of kids, number of young people on the waiting list for the programs that have already established return on investment, whether that's Youth Build or Year Up or Public Allies or other programs. So we need to look to again repeat this important idea that the youth serving service programs with waiting list and

established return on investment or established good results can and should continue to see increased funding. Yeah.

MR. SCHMITZ: Thank you, Patty. That helps a lot. I just wanted to make sure it's clear.

MS. STONESIFER: Yeah. And we can bring it right back to the service part too. I think that's very good. So other thoughts from others on this section before I call for a motion?

MS. SCHUMANN: This is Jill. And I would just agree that I like the robustness of it and particularly the opportunity to think very broadly about postsecondary education and not simply to focus on four-year degrees.

MS. STONESIFER: Very good. Good. And I think that that's -- by moving CTE up, we establish that in the process. So that's very good. So if that is -- unless there are other discussion or ideas here, is there a motion to approve this section that Byron presented on robust onramps to employment?

MR. STRICKLAND: So moved. Bill Strickland.

MS. STONESIFER: Okay, Bill.

MR. RICE: Second. Norm Rice.

MS. STONESIFER: Thank you, Norm.

All in favor?

COUNCIL MEMBERS: Aye.

MS. STONESIFER: Any opposed?

(No response.)

MS. STONESIFER: So listen, that is a tremendous amount of ideas and efforts to put in front of you. And I think I went in with this idealized idea that we would have three or four strong recommendations and leave the rest along. But whoever said that excellence was practice, practice, practice, we end up with excellence being recommendation, recommendation. And we hope that those recommendations translate to action. And that is part of the reason why we are having the White House Youth Summit in June to take these recommendations which will have been presented to the White House to work with the administration and other leaders in the third -- in the sectors that we are talking about here as well as youth themselves who we identify need to be present at the design discussion and assessment of what's working. And these recommendations will be put into our final report and again be a centerpiece at that final discussion.

So without further adieu, unless there are other comments of recommendations you thought were missing, I believe that will complete the recommendations part of this meeting.

Just one last vote here. Everyone in favor of the recommendations as presented?

COUNCIL MEMBERS: Aye.

MS. STONESIFER: Very good. Anybody opposed?

(No response.)

MS. STONESIFER: Well, thank you all very much. And this is the end of our public meeting. So thank you to the Council, but also thank you to the members of the public. And we will move to administrative session. Thank you very much.

(End of call.)