

**YOUTH  
FORCE  
NOLA**  
ANNUAL REPORT  
**2019**  
**STRONGER  
TOGETHER**





## DEAR FRIENDS,

We're excited to share with you a snapshot of the amazing things our collaborative has achieved this year.

Since founding YouthForce NOLA nearly five years ago, we've been working hard to bring about systems change that will result in a brighter future for all of us. In doing so, we've gathered students, educators, employers, training providers, government, and civic organizations around one shared goal: creating a pathway to prosperity for New Orleans public high school graduates.

By connecting these cross-sector partners, we're ensuring our young people are fully prepared to assume careers in fast-growing industries and to thrive economically. This, of course, benefits not just our students and their families but also local industries, our regional economy, and our community overall.

As the coordinator of this effort, YouthForce NOLA works as a connector between stakeholders, a force for systems change, and a steward of measurable results – results we're proud to share with you in the pages that follow.

**In celebration of the powerful network making these achievements possible, you will notice a honeycomb pattern integrated throughout this annual report.** The very shape and structure of the honeycomb is the source of its strength—each individual cell works with those around it to create a stable, accessible, and productive hive. That's how we see our collaborative. We are a group of people and organizations working collectively to advance a shared vision.

And the rewards couldn't be sweeter.

There's much more work to be done to reach our vision, but we're well on our way. We thank you for helping deliver these results and for your continued support.

Together,

Cate Swinburn  
President

**THE YOUTHFORCE NOLA VISION:**  
New Orleans public school graduates are thriving economically and are the most sought-after talent for hiring and advancement in the region's high-wage, fast-growing industries.

## THEY SAY TO GET A GREAT JOB YOU'VE GOT TO BE CONNECTED

WE COULDN'T AGREE MORE

Our young people have incredible talents and potential, but for too long they haven't been set up for success. Academics are improving and the economy is growing, but there's a disconnect. That's where YouthForce NOLA comes in: we're connecting young people with career opportunities and employers with incredible talent. Our career readiness model is delivering the soft skills, technical skills, and job experiences that students need to enter high-wage career pathways – and it's helping build a pipeline to meet our region's fast-growing industries' workforce demands. The results: more prosperous graduates, employers, and communities.

## WHAT YOU SEE IS WHO WE ARE

**YouthForce NOLA is an education, business, and civic collaborative that prepares New Orleans public school students for successful pursuit of high-wage, high-demand career pathways and facilitates systems change to ensure sustained success.**

To reinforce the ideals that drive our work, we've organized this report around our 2019 goals to:

- Enrich the student experience with a focus on career awareness and development
- Bring about systems change by:
  - coordinating a network of capable, connected adults around our vision
  - addressing obstacles and building momentum toward our vision



## AN ENRICHED STUDENT EXPERIENCE MEANS EXPOSURE TO THE WORLD OF REAL OPPORTUNITIES

YouthForce NOLA is increasing the likelihood of success after high school through a Career Pathway Programs of Study model built on three pillars: *career exposure, building skills, and work experience.*

### EARLIER CAREER EXPOSURE FOR LATER, GREATER SUCCESS

Career exposure programs make students aware of opportunities and provide the tools they need to pursue them.

- **YouthForce NOLA Career Expo** engaged and inspired 2,200+ freshmen through interactive demonstrations and direct conversations with 75+ employers, institutions of higher education, and training providers this year.
- **YouthForce NOLA Employer Hub** connected 50+ professionals to 5000+ students this year to share their experiences and practical tips for pursuing careers in their industries.
- **Delgado Discover STEM Careers Day**, new this year, allowed 950+ middle school students to explore careers in STEM fields and make more informed high school decisions.

These career exposure opportunities are made possible through our partnership with **Junior Achievement of Greater New Orleans.**

## SKILL CLUSTERS

Our work centers around four skill clusters to prepare students for the region's high-wage, high-demand careers: *Health Sciences, Digital Media/IT, Skilled Crafts, and Business Services.*

### BUILDING SKILLS EMPLOYERS DEMAND

Skill building prepares students with the soft and job-specific skills employers consistently rank as essential to career readiness.

- **Industry-recognized credentials** demonstrate an individual's mastery of technical skills desired by employers. The Class of 2019 earned 439 credentials, marking an 875% increase compared to what seniors earned the year before YouthForce NOLA began.
- **Soft skills training** is woven into all YouthForce NOLA programming and this year alone helped prepare 10,000+ young people with soft skills like problem solving, time management, and communication.

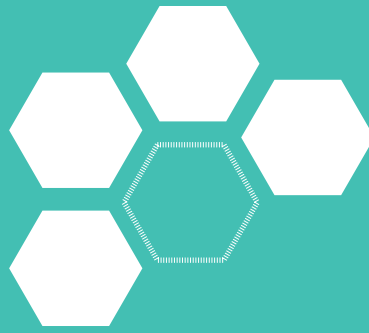
Our soft skills programs are designed around the **MHA Labs Building Block Skills Framework**, which is comprised of 35 core social, emotional, and cognitive skills deemed critical for college, career, and life success.

## WORK EXPERIENCE PROGRAMS THAT WORK WONDERS

Our collective programs incorporate real work opportunities as part of the high school curriculum to help students prepare for their professional futures.

- **YouthForce Internships** provided 236 students this year with 60 hours of paid work readiness training and 90 hours of a paid internship. Students developed a variety of soft skills, learned more about potential careers, gained valuable work experience, and networked with working professionals in fast-growing, high-wage industries.
- **Partner organizations' internships and work experiences**, funded in part by YouthForce NOLA and the state's Jump Start Summers initiative, gave 70 additional students even more opportunities for career exposure this year.

Our paid internships are made possible through funding from the **City of New Orleans.**



## CHANGING THE PARADIGM THROUGH A NETWORK OF CAPABLE, CONNECTED ADULTS

The challenge isn't that our students don't measure up; rather, the system has failed to fully prepare them to enter high-wage career pathways. We're working to bring about systems change by connecting stakeholders, aligning their efforts around a shared vision, and giving them the right tools.

### FAMILIES

Families are critical partners in students' decision-making and success, and YouthForce NOLA supports its partners in engaging families around career readiness. This year, together with the Urban League of Louisiana, we:

- Provided family engagement guidance to middle and high school educator partners.
- Directly supported schools in improving parent engagement.
- Conducted focus groups and surveys of students and families on both school and YouthForce NOLA programming to inform continuous improvement.

The **Urban League of Louisiana** is YouthForce NOLA's lead partner in our work to collaborate with families.

### EMPLOYERS

As a demand-driven career readiness model, our work would not be possible without the **150+ companies** that participate in our collaborative. We partner with employers to design programs and to give students the experiences they need for success after graduation, including internships, site visits, career expos, and educator externships.

Together, we're building a reliable talent pipeline to meet employers' needs in the short- and long-term.

### TRAINING PROVIDERS

Training providers offer technical coursework that leads to employer-validated, industry-recognized credentials aligned with the region's high-wage, high-demand careers. We coordinate with eight training provider partners to develop programming, connect with school and employer partners, integrate training into the K-12 experience, and provide funding.

The **New Orleans Career Center** opened in fall 2018 and provides specialized, half-day technical training in health science and engineering pathways. It scaled this year to serve 350 trainees from 16 partner high schools and facilitated key supports for other training providers across the city.

### EDUCATORS

This year, YouthForce NOLA worked closely with 25 of 28 open enrollment Orleans Parish public high schools to create, coordinate, and maximize career-focused programming.

- **YouthForce NOLA High School Collaborative** built school capacity through coaching and technical assistance, planning tools, grant funding, paid internships for seniors, externships for educators, and industry exposure.
- **Soft Skills Teacher Fellowship** trained a third cohort of 10 teachers from four partner schools to learn, practice, and share soft skill-building best practices, benefitting more than 300 students.
- **Soft Skills Community of Practice** convened 45 youth champions from 30 organizations each month to share best practices and collaborate on soft skills cultivation. This group collectively reaches 10,000+ youth.
- **Educator Externships** provided 29 teachers from 19 partner schools and training providers with paid professional development that connects the classroom to the workplace through experiential learning.
- **Convenings, workshops, and advisory groups** connected educators, industry professionals, and career readiness experts to share strategies and best practices.





## BUILDING THE ECOSYSTEM

We're implementing a strategy for systems change to align the components and structures that play roles in our vision for New Orleans public high school students' career success.

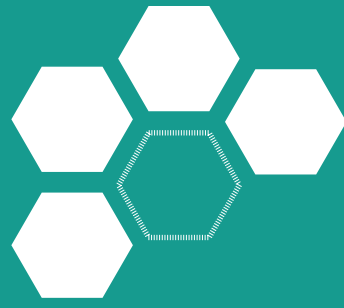


*Greater New Orleans, Inc.'s* continued data analysis and rigorous labor market insights inform our programs to ensure they are demand-driven. Their Jobs Report and Career Guides further ensure educators are informed on the career opportunities that await students.

Highlights of our work to build a career readiness ecosystem include:

- **Regularly aligning the YouthForce NOLA collaborative's policy work and programming with industry demand** to ensure the system is preparing graduates for the high-wage career pathways that await them.
- **Earning the State of Louisiana's approval of new industry-recognized credentials** that align with YouthForce NOLA's skill clusters and career pathways. Like our work to approve the Medical Assistant certification in 2018, this year we have been working to receive state approval of a new Business Operations credential in support of our newly-added Business Services skill cluster.
- **Creating Louisiana's first Extension Academy, LAUNCH**, to provide debt-free access to college coursework and advanced technical training to students who completed the 12th grade. This bridge year also includes soft skill development, individualized coaching, and networking opportunities as students begin work experiences that lead to career opportunities. We are managing this pilot program and are helping design and establish more Extension Academies across New Orleans.
- **Empowering partners** by providing funding and technical expertise to help them scale and align their work with that of the YouthForce NOLA collaborative. This year we worked with Spark Mindset, a cybersecurity training provider, to receive approval from the Louisiana Department of Education as a Course Choice Provider.
- **Developing a national model for career readiness** and sharing our experiences with school districts, educators, and experts across the country, having participated in 23 national, regional, and local conferences.





## SNAPSHOT OF SUCCESS

### A NATIONAL MODEL FOR CAREER READINESS

Not only are we rocketing toward our goals, YouthForce NOLA is sharing best practices across the nation as an innovative, proven model for career readiness in K-12 education.

#### 2019 PRESS

Advance CTE • Campus Technology • Education Next • Education Week • Forbes • Getting Smart • Greater Baton Rouge Business Report • MDRC's "Issue Focus" • New Orleans CityBusiness • The 74 • The Times-Picayune | NOLA.com | The New Orleans Advocate • FOX 8 WVUE-TV

#### 2019 CONFERENCE PARTICIPATION AND PRESENTATIONS

**Arizona State University and Global Silicon Valley's ASU+GSV Summit** • **The Aspen Institute and New Orleans Business Alliance's New Orleans Workforce Leadership Academy** • The Aspen Institute and New Orleans Business Alliance's Socrates New Orleans Salon • **Baton Rouge Area Chamber's Statewide Economic Development Summit Presented by Entergy** • CareerWise Colorado's Apprenticeship Summit • Children's Funding Project's Convening • **Cowen Institute's Life After High School Convening** • Da Vinci Schools' Transforming Learning Conference • **Grantmakers for Education's Annual Conference** • **Institute for Research on Poverty's Career & Technical Education: Promise and Practice Convening** • JFF's Building Equitable Pathways Community of Practice Convening • **Louisiana Department of Education's Jump Start Convention** • Louisiana Skills Policy Academy's State Skills Policy Convening • MDRC's Career and Technical Education Convening • National Alliance for Public Charter Schools' National Charter Schools Conference • Partnership to Advance Youth Apprenticeship's National Grantee Meeting • Power Up Women's Conference • **Results for America's 2019 Summit** • **South by Southwest's SXSW EDU Conference and Festival** • **Tide Risers' Summit 2019** • **Urban League of Louisiana's School Expo** • **Urban League of Louisiana's ULEAD Leadership Academy** • **U.S. Chamber of Commerce Foundation's Business Leads Fellowship Program Site Visit to New Orleans**

\*Bolded indicates representatives from YouthForce NOLA delivered presentations.



## LAUNCH

### THE FIRST YEAR OF THE REST OF THEIR LIVES

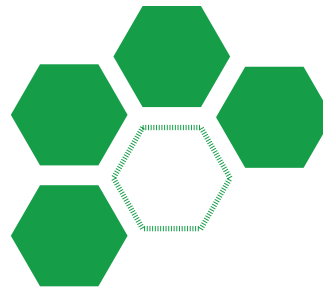
While an increasing number of New Orleans public school students are graduating with the skills, experiences, and plans they need to succeed in college or enter a high-wage career pathway, some students are looking for a faster route to career than traditional college and some students did not yet benefit from the YouthForce NOLA experience.

In 2019, YouthForce NOLA introduced LAUNCH, an innovative postsecondary bridge year program that multiplies options and increases economic mobility for young people in New Orleans. During this free year-long program, students receive:

- **Hard and Soft Skill Development**
- **College-Level Instruction**
- **Workplace Connections and Experiences**
- **Coaching, Technology, and Support**

This year, LAUNCH welcomed 26 students from 12 high schools and three training provider partners.

LAUNCH is a pilot demonstration for the Louisiana Department of Education and Board of Regents' Extension Academy policy.



## SNAPSHOT OF SUCCESS

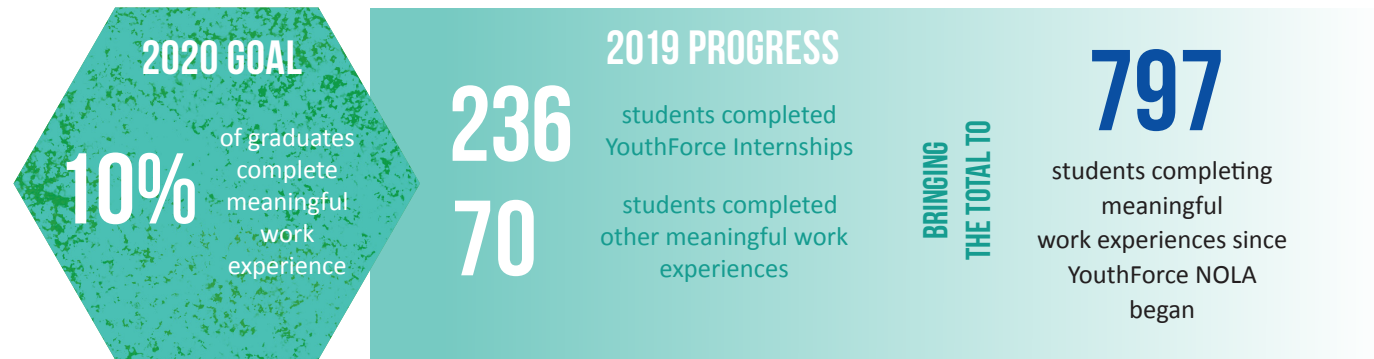
### BY THE NUMBERS

Since YouthForce NOLA's founding in 2015, we've been guided by five-year goals to ensure our students have the technical skills, work experience, and soft skills required to thrive in high-wage, fast-growing career pathways. And we're on track to meet them all:

#### TECHNICAL SKILLS



#### WORK EXPERIENCE



#### SOFT SKILLS



#### AMPLIFIED ACHIEVEMENTS

2200 STUDENTS FROM 19 SCHOOLS ENGAGED WITH 75 training provider partners and employers at the YOUTHFORCE NOLA CAREER EXPO

BRINGING THE TOTAL TO

5000+ STUDENTS IN THREE YEARS

950+ students participated in the new DELGADO DISCOVER STEM CAREERS DAY

5000+ students had experiences with 50+ EMPLOYERS

through our EMPLOYER HUB this year

29 EDUCATORS learned about high-wage career pathways through our EDUCATOR EXTERNSHIP program this year

300+ STUDENTS REACHED

through our SOFT SKILLS TEACHER FELLOWSHIP this year

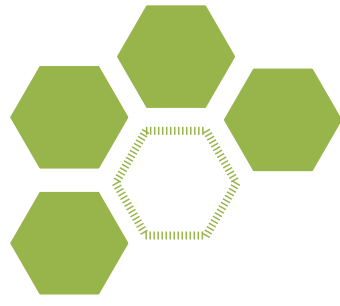
BRINGING THE TOTAL TO

1600+ STUDENTS IN THREE YEARS

97 EDUCATORS FROM 52 ORGANIZATIONS were trained in our SOFT SKILLS WORKSHOPS this year



\*Figures are approximate estimates based on February 2019 enrollment counts and projected statistics.



## THE YOUTHFORCE NOLA COLLABORATIVE

### OUR EMPLOYER PARTNERS

Accutrans | Action Empowerment, Inc. | Adams and Reese LLP | Ashé Cultural Arts Center | Audubon Fertility | Audubon Nature Institute | **Baker Hughes**, **a GE Company** | Big Easy Bucha | Blaine Kern Artists, Inc. | Blessey Marine | Blue Cross Blue Shield | **Brass Roots** | **Broadmoor, LLC** | Cajun Industries | Capital One | Carpenters Training Fund of Louisiana | Chamberlain University | Chevron | **Children's Hospital New Orleans** | City of New Orleans Health Department | Common Ground Health Clinic | Community Works of LA | Core Element | **Delgado Community College** | Dillard University | Don A. Rouzan & Associates, LLC | Durr Heavy Construction | DXC Technologies | Electric Girls | Energy Wise Alliance | Federal Bureau of Investigation | Fleurish Publishing | Flexicrew Staffing | FLUOR Federal Petroleum | FOHR Media | **Frischhertz Electrical** | Gallo Mechanical | Gateway EMS | GE Digital | **Geocent, LLC** | Get Online NOLA | **Gibbs Construction** | Good Wood NOLA, LLC | Greater New Orleans, Inc. | Green Point Engineering | GrowHaus Studio | Gulf Coast Bank & Trust | Healthy Gulf | Hilton New Orleans Riverside | Holy Cross University | HRI Lodging | Hyatt Regency New Orleans | International Brotherhood of Electrical Workers | **Intralox** | Jacobs Engineering | Java Copy Zone | Junior Achievement of Greater New Orleans | Kingsley House | Lambeth House | **Landis Construction Co., LLC** | Latter & Blum Inc. Realtors | **LCMC Health** | Levelset | Liberty's Kitchen | Lighthouse For The Blind | Louis Armstrong New Orleans International Airport | Louisiana Public Health Institute | **Loyola University New Orleans** | **LSU Health Sciences Center** | **Lucid, LLC** | M R Professional Resources, LLC | M S Benbow & Associates | Magnolia Physical Therapy | Making Connections New Orleans | Malone Electrical Services | Mullin Landscaping | **New Orleans & Company** | New Orleans Aviation Board | **New Orleans BioInnovation Center** | New Orleans Business Alliance | New Orleans Career Center | **New Orleans East Hospital** | New Orleans Emergency Medical Services | New Orleans Multicultural Tourism Network | New Orleans Technical Education Provider | New Orleans Video Access Center | Next Generation Marine | NOLA Public Schools | Northshore Technical Community College | Nunez Community College |

**Ochsner Health System** | Operation Spark | Palmisano Group | Pan American Life Insurance Group, Inc. | Performance Health Partners | **Phillips 66 Alliance Refinery** | PosiGen Solar Solutions | PrintFLOW | Raising Black Millionaires | REO, LLC | Royal Engineers & Consultants, LLC | **RTA / TransDev Services** | Ruby Slipper Restaurant Group | Sabiston Consultants | Search Influence | Sewerage and Water Board of New Orleans | Shell | **Sheraton New Orleans Hotel** | Skye's Janitorial, LLC | Sodexo | Solace Chateau, LLC | Solomon Group | South Central Laborers | Spark Mindset | Naval Information Warfare Systems Command | Square Button Consulting | Stantec, Inc. | Textron Systems | The 1881 Research Institute | The Dow Chemical Company | The First Tee of Greater New Orleans | The Historic New Orleans Collection | The Love of People | This Mama Wines | Totally Fit Physique, LLC | **Touro Hospital** | **Tulane University** | Turn Services | Turner Industries | Ultimate Health, Inc. | UnitedHealth Group | **United Way of Southeast Louisiana** | Universal Data, Inc. | **University Medical Center** | **University of New Orleans** | Upturn Arts | **Urban League of Louisiana** | **VIA LINK** | Vinson Guard Service, Inc. | Walgreens | **West Jefferson Medical Center** | Women in Film and Television | **Woodward Design+Build** | **Xavier University of Louisiana** | Youth Rebuilding New Orleans | Zeus' Rescues







## THE YOUTHFORCE NOLA COLLABORATIVE



### COLLABORATIVE STEERING COMMITTEE

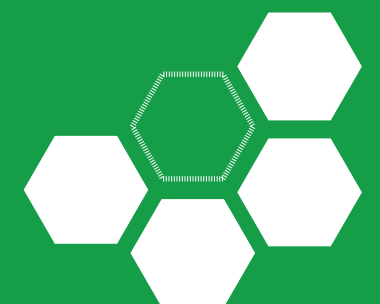
- Baptist Community Ministries
- City of New Orleans
- Greater New Orleans, Inc.
- JPMorgan Chase & Co.
- Junior Achievement of Greater New Orleans
- Louisiana Department of Education
- New Orleans Business Alliance
- New Orleans Career Center
- New Schools for New Orleans
- NOLA Public Schools
- United Way of Southeast Louisiana
- Urban League of Louisiana

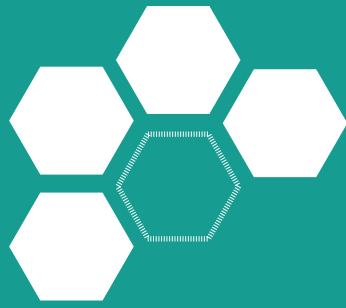
### OUR 2019-2020 SCHOOL PARTNERS

- Abramson Sci Academy
- Collegiate Opportunities Academy
- Edna Karr High School
- Einstein Charter High School
- Eleanor McMain Secondary School
- Frederick A. Douglass High School
- G.W. Carver High School
- International High School of New Orleans
- John F. Kennedy Senior High School at Lake Area
- L.B. Landry-O.P. Walker College and Career Preparatory High School
- Living School
- Livingston Collegiate Academy
- McDonogh 35 College Preparatory High School
- Morris Jeff Community School
- New Harmony High School
- New Orleans Charter Science and Mathematics High School (Sci High)
- New Orleans Military and Maritime Academy (NOMMA)
- ReNEW Accelerated High School
- Rooted School
- Rosenwald Collegiate Academy
- Sophie B. Wright Charter School
- The Net Charter High School: Central City
- The Net Charter High School: Gentilly
- Walter L. Cohen College Prep
- Warren Easton Charter High School

### OUR TRAINING PROVIDER PARTNERS

- Delgado Community College
- Gateway EMS (GEMS)
- New Orleans Career Center (NOCC)
- New Orleans Technical Education Partner (NOTEP)
- New Orleans Video Access Center (NOVAC)
- Nunez Community College
- Operation Spark
- Spark Mindset





# THE YOUTHFORCE NOLA COLLABORATIVE

## OUR 2019 FINANCIAL SUPPORTERS

### \$250,000+

Bill & Melinda Gates Foundation  
Bloomberg Philanthropies  
City of New Orleans  
JPMorgan Chase & Co.  
Stephen and Sandy Rosenthal Family Foundation  
Walton Family Foundation

### \$100,000-\$249,999

Annie E. Casey Foundation  
Baptist Community Ministries  
Carnegie Corporation of New York  
Results for America  
United Way of Southeast Louisiana  
W.K. Kellogg Foundation

### \$50,000-\$99,999

Chevron Gulf of Mexico  
Leslie Jacobs  
RosaMary Foundation

### \$10,000-\$49,999

Capital One  
Greater New Orleans Foundation  
Keller Family Foundation  
Lucid, LLC  
Mile High Strategies  
Southwest Airlines Foundation

The list above reflects all active grants and new contributions in calendar year 2019.

## OUR BOARD

Ayame Dinkler, LCMC Health  
Michael Hecht, Greater New Orleans, Inc.  
Leslie Jacobs, Belltower New Orleans  
Coleman D. Ridley Jr., Business Council of New Orleans and the River Region  
Missy Sparks, Ochsner Health System  
Mark S. Stein, Lowe, Stein, Hoffman, Allweiss, & Hauver, LLP  
Courtney J. Williams, Torsh, Inc.  
George H. Wilson, Barriere Construction  
Andy Wisdom, Crescent Capital Consulting

### \$5,000-\$9,999

Pro Bono Publico Foundation  
Phillips 66 Alliance Refinery

### Up to \$4,999

Blue Cross Blue Shield of Louisiana  
Ayame Dinkler  
Elizabeth Freudmann  
Michael Hecht  
Missy Sparks  
LeRoy Lambert  
Moffett Family Foundation  
Thomas Searson  
Courtney Williams

### In-Kind

Baptist Community Ministries  
Brennan's Restaurant Group  
Dickie Brennan and Company  
Link Stryjewski Foundation  
Lowe, Stein, Hoffman, Allweiss, & Hauver, LLP  
SMG

### State and Federal Grants

21st Century Community Learning Center  
Carl D. Perkins Grant (Perkins V)

## OUR STAFF

### Leadership

Melissa Ehlinger  
Emily Ferris  
Imani Miller  
Steph Slates  
Cate Swinburn

### Educator and Community Engagement

Claire Ackerman da Silva  
Rahmel Fuller  
Sade Randall  
Nathan Stockman

### Employer Engagement

Sarah Bell  
Lindsay Voves

### Ecosystem

Meredith Barousse  
David Shepard  
Simon Spadaro-Bliss

### Internships

Paige Boetefuer  
Naomi Daugherty  
Sarah Leverett

### LAUNCH

Geraldlyn Johnson  
Amani Rashid-Smith  
Joe Robinson

### Administration

Candice Black  
Martha Parent  
Brandi Young  
Emily Zawislak



We are proud to feature some of our talented YouthForce NOLA Internship alumni here.

