



OUTREACH PLAN

Updated: November 2007

TABLE OF CONTENTS

Section I:	Executive Summary
Section II:	Program Development and Implementation <ul style="list-style-type: none">○ Attachment A: Job Club Tentative Schedule○ Attachment B: Workshop /Program Descriptions○ Attachment C: Prep Step 4 Work Program and Agreement○ Attachment D: YEZ Program, Assessment, Work Readiness Certificate and Curriculum Scope and Sequence and Series Descriptions (Under Development)
Section III:	Community Outreach/Marketing
Section IV:	Outreach to Business Community
Section V:	Professional Development/Re-Organization of Staff
Section VI	Benchmarks for Success
Section VII:	Monitoring/Reporting Requirements
Section VIII:	Recommendations for Implementation of Advanced Technologies
SECTION IX:	Recommendations to Improve Operational Organization

Section I: Executive Summary

In 2002, the Youth Investment Council of the Atlantic Cape May WIB completed a planning process in compliance with the policies of the Workforce Investment Act of 1998 to address the career delivery system for young people in the bi-county region. As a result of that plan, a population specific career center opened, called YouthWORKS Career Center in Pleasantville, New Jersey and a Job Development Van purchased to exclusively serve youth ages 14 to 21 in rural, suburban and urban areas of Atlantic and Cape May counties. The following is a plan for community outreach.

The original premise for the career center; to conduct operations out of an office space environment geared specifically for the youth with the expectation that they would utilize a center that was friendly and accessible; however this has been difficult to achieve. Reasons cited have included: type of services offered, perception of benefit and value, lack of job listings and location. Similarly, the utilization of the Job Development Van to reach youth in rural areas, although once an asset to the system has become a barrier in providing effective services. To stay current with technological advances, the system will plan to provide the van function through a different delivery mechanism.

As directed by the New Jersey State Department and Workforce Development, a successful youth career delivery system will meet the increased needs of area youth; utilize new advances in technology and maintain partnerships with area youth service providers.

To that end, the following plan will outline a new approach to partnerships and outreach of target populations: specifically youth parents, educational institutions and community based organizations and the business community to improve effectiveness and quality of the services offered. In addition, new workshops and programs will be developed to broaden the scope of services available.

To renew the commitment and accomplish this goal, the vendor will:

- Provide direct services in the communities of Atlantic and Cape May counties through customized group and individual program development with the goal of part time, full time and summer employment.
- Provide indirect services in the communities of Atlantic and Cape May counties through referrals to industry specific training institutions, educational settings and social service agencies.
- Maximize resources and minimize duplication of services through collaboration.
- Reduce gaps in service caused by a lack of availability, access or awareness.
- Create a network of service providers to eliminate barriers and meet the education and employment needs of youth in both counties
- Partner with community based organizations to provide valuable workshops that benefit youth of Atlantic and Cape May counties in securing employment.
- Address the Governor's Anti-Street Gang Legislative Bill, A-2986 to combat violence through employment for disadvantaged youth and strategy 13 from "A Strategy for Safe Streets and Neighborhoods" to support and provide career exploration, workplace readiness and job placement to youth exiting the Juvenile Justice System.

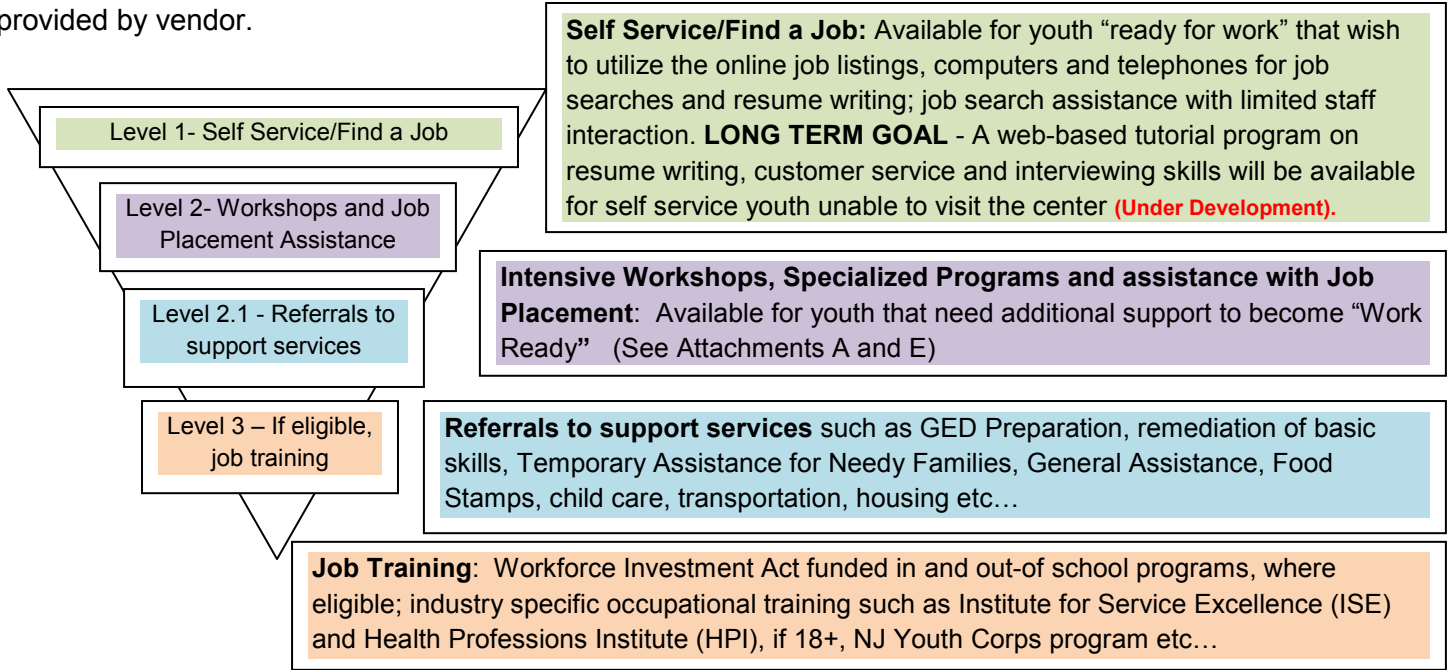
- Focus on outreach to parents, educators, and counselors through presentations, website development and mailings; challenge them to support the local youth career delivery system.
- Build relationships with the business community to provide employment opportunities by providing easy access to the youth system through the development of a website and a free online job listing service.
- Host two annual job fairs, one in each county to connect youth with local employers.
- Challenge the system to create a Youth Work Readiness credential approved by the New Jersey State Department of Labor and Workforce Development.
- Provide services to youth with families receiving Work First New Jersey benefits.

Section II: Program Development and Implementation

Program development is based on group and individual interviews and recommendations made by:

- o Youth ages, 14 to 21
- o Business Community/Current Partner Employers
- o Youth Investment Council Service Providers Meetings
- o Workforce Investment Board Educational Partners
- o Informal Interviews with Parents/Counselors

All youth will receive services based on individual needs utilizing an inverted triangle approach. Existing youth service providers in Atlantic and Cape May counties will enhance the employment and training component provided by vendor.



LEVEL 1– Self Service:
 “Ready for Work” youth may utilize the center to complete job search and resume writing with limited staff interaction. Computers, faxes, copiers and telephones are available for work related activities; job search assistance. **LONG TERM GOAL** - A web-based tutorial will be available for youth to perform self service from a personal computer (**Under Development**).

LEVEL 2 – Intensive Workshops and Specialized Programs: At a minimum the following workshops will be implemented, with the expectation of new program developments created by vendor and Youth Coordinator. Youth will participate in a variety of group and individualized workshops and specialized programs of their choice to develop the knowledge, job readiness skills and abilities to succeed in the workplace.

ACTIVITY	DESCRIPTION	TASKS
1. Job Club	Held after school and for out-of-school youth throughout Atlantic and Cape May counties weekly to provide job search assistance and resume preparation.	See Attachment A for Schedule
2. Workshops	Group workshops and programs will be held on or off site and customized	A. Mini-Workshops for Groups See Attachment B for workshops

	to fit the needs of community and faith based organizations and educational institutions.	available and descriptions. B. Specialized Programs for Groups See Attachment B for specialized programs available and descriptions.
3. Specialized Programs	Individuals or small group (10 or less) may participate in one of the programs outlined below to receive job placement assistance and/or a Youth Work Readiness Certificate.	A. <i>Prep Step 4 Work (PS4W)</i> See Attachment C for PS4W Program and Agreement B. <i>Youth Employment Zone (YEZ)</i> See Attachment D for Program, Assessment, Work Readiness Certificate and Curriculum Scope and Sequence and Series Descriptions

***Levels 2 and 3 may occur simultaneously with one another or separately.**

Level 3: Support Services: Referrals to support services will be made when appropriate and based on individual needs.

REFERRAL SERVICE	DESCRIPTION	REFERRAL AGENCY
Educational Services	The focus will be to counsel youth to remain in school; however in the event that youth do not complete a high school credential.	A. GED Test Preparation B. Out-of school youth; New Jersey Youth Corps Program C. Job Corp
Social Services	Youth in need of additional supports.	A. Social service agencies B. Faith/Community based organizations

Level 4: Job Training: Based on eligibility, youth will be referred to programs in the community for job training, basic skills deficiencies and job placement.

TRAINING TYPE	ELIGIBILITY/DESCRIPTION	TRAINING SERVICE PROVIDER
Workforce Investment Act	Eligible youth will be referred to in school and out-of-school programs funded by NJDLWD	12 in and out-school WIA programs currently funded.
Industry Specific Training Partners	Youth, ages 18+ will be referred to training partners.	A. Institute for Service Excellence B. Health Professions Institute C. NJ Youth Corps D. 18+ Adult Job Training

Section III: Community Outreach

Community outreach is a critical component to reach rural, suburban and urban areas with a high concentration of out of school youth, communities with high levels of poverty and unemployment and school districts with high drop-out rates. Equally important is reaching the general population of youth in need of job readiness and life skills to secure employment.

In an effort to stay current with technological advances and provide services in youth friendly locations, services previously provided via the Job Development Van will now be provided through a new delivery system. All said services above will be offered in a manner that is most effective and efficient out in the community at Atlantic County and Cape May County public locations such:

- o Educational Institutions
- o Family Centers
- o Library Systems, among others

There are three audiences to consider in the development of community outreach plan.

- o Young adults: Youth ages 14 to 21 in need of employment.
- o Parents, educators and community organizations: Individuals with pre-existing relationships with the youth population that will make individual or group referrals.
- o Business Community: Employers that provide employment opportunities.

Since the implementation of the first Youth Plan in 2000, the hallmark marketing strategy had generally targeted the youth population. Over the years and through experience, the system has found a benefit in marketing to other community leaders as a medium to reaching the target population.

To achieve the goals of community outreach, the Youth Coordinator and the vendor will partner to effectively reach the above target populations utilizing at minimum of the following strategies

A. Young Adults

Activities: Research has shown that face to face communication is most effective when targeting the youth population.
1. LONG TERM GOAL - Develop web-based tutorials in resume writing, customer service and interviewing skills tied to an incentive program (Under development).
2. Host annual jobs fairs in Atlantic and Cape May counties to assist youth secure employment
3. Attend "Career Day" events in the local schools in Atlantic and Cape May counties.
4. Participate in community based job fairs in Atlantic and Cape May counties.
5. Target faith based organization youth clubs in Atlantic and Cape May counties
Marketing Assistance
1. Develop/Distribute/Post flyers to known "hang outs" in the community (approval by WIB prior to distribution needed in accordance with the One Stop Branding Policy).
2. Create pages on the One Stop Career Center website exclusively for youth.
3. Publish page in the One Stop Directory of Services.

B. Parents/Educators and Counselors/Community/Faith Based Organizations

Presentations: The proceeds from the sale of the Job Development Van will fund the purchase of new technologies such as: laptops, wireless internet cards, printers, projectors/screen to allow for capability of a mobile classroom setting. May be held on or off site.

AUDIENCE	ACTIVITY
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<p>1. Educational Institutions: Youth Coordinator in partnership with vendor will create and maintain a database of educational institutions in Atlantic and Cape May Counties; preference on individuals that perform the job functions of school-to-work, transition programs, job training/academy coordinators etc...</p> <p>*Customize workshops to meet the NJ State Core Curriculum Content Standard; Career Education and Consumer, Family and Life Skills; 9 to 12 grades</p>	<p>A. Teacher Professional Development Days B. Parent Teacher Organizations C. Parent/Teacher Conferences D. Back to School Night E. Superintendents Round Table F. LONG TERM GOAL - Train the Trainer Program: A middle school/high school teacher will be trained to administer programs (Under Development).</p>
<p>2. Community Organizations Staff Training – Make presentations to the front line staff to have a more effective impact and streamline the referral process.</p> <p>*Youth Coordinator in partnership with vendor will create and maintain a database of CBO</p>	<p>A. Family Centers B. Family Service Association C. Division of Family and Youth Services D. Youth Services Commission E. Juvenile Justice Commission F. Covenant House, among others</p>
<p>3. Faith Based Organizations Training</p> <p>*Youth Coordinator in partnership with vendor will create and maintain a database of FBO</p>	<p>A. Congregation staff and volunteers</p>
<p>4. One Stop Career Center Staff Training: Referral Process</p>	<p>A. WFNJ Case Managers B. Workforce NJ staff</p>

Section IV: Outreach to the Business Community - To effectively outreach to the business community the Youth Coordinator and the Business Resource Center will partner to implement at minimum the following strategies.

STRATEGY	TASKS
A. Presentations	<ul style="list-style-type: none"> A. Chambers of Commerce in both counties B. Retail outlet quarterly meetings C. One-on-one meetings with human resource offices D. WIB Membership
B. Focus Groups: Quarterly held to determine the needs of local employers for a qualified youth workforce; extrinsic value of partnering with the youth system.	A. Business Community: Use a different population each time a focus group is held
C. Web-based Job Listing Service for businesses: To create a business easy and friendly approach to listing jobs	A. Develop the web-based system with administrative capability to maintain integrity of material and appropriateness for youth on the website.
D. Job Orders: Provide assistance with recruitment of job orders for youth.	A. Complete job order form and submit to vendor for inclusion in youth system job listing.
E. Print and Electronic Media Outlets, where appropriate and cost effective.	A. Write media releases and radio advertisements with distribution to local media venues in accordance with the One Stop Branding Policy and with WIB approval of material.

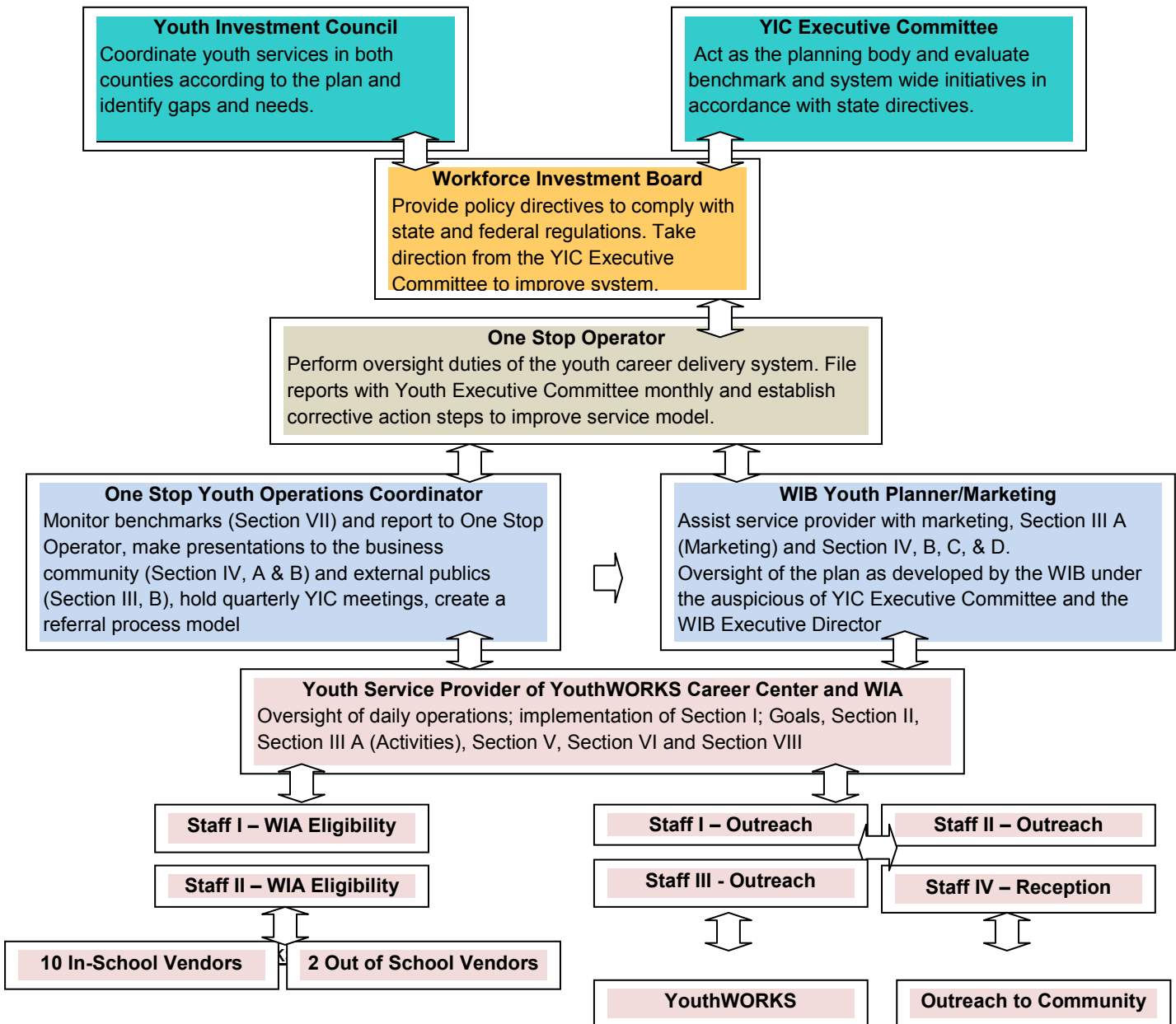
Section V: Professional Development /Re-Organization of Staff

Professional development training of staff is critical to the success of operations. To prepare staff to provide quality community presentations, training will continuously occur throughout the program year in the following areas.

PROFESSIONAL DEVELOPMENT TRAINING COMPONENTS I		
Public Speaking	Effective Presentations	Certifications in Workshops
Microsoft Applications; Power Point	Proper Utilization of Equipment	Customer Service/One Stop Brand
Social Skills Development	Teamwork/Group Dynamics	

PROFESSIONAL DEVELOPMENT TRAINING COMPONENTS II		
Learn about the services offered by other youth service providers and the referral process		
Establish Contacts w/ agencies	Education Seminars (bring in service providers to market their services)	

To improve operations, the following organizational chart will be implemented:



This measurement tool of success will be effective from December 1, 2007 through June 30, 2008 or seven (7) months. During this time, vendor will meet or exceed each benchmark by 90% and/or 80% overall of the benchmarks for evaluation and consideration for funding.

VENDOR BENCHMARKS

SECTION II: Program Development and Implementation

Level 1: Self Service

Vendor will serve seventy (70) youth with self service at the career center

Level 2: Group Mini-Workshops/Specialized Programs

Vendor will serve 1,800 youth with mini-workshops and/or specialized programs (See Attachment B).

Vendor will serve 118 youth through Job Club.

- a. Vendor will hold three Job Clubs weekly, one in Atlantic County, one in Cape May County and one in Atlantic City

Level 2: Individualized Programs

Vendor will serve sixty (60) youth through the Prep Step 4 Work and/or Youth Employment Zone programs (Attachment's C & D).

Level 2: Job Placement

Vendor will secure part-time, full-time or summer employment to seventy (70) youth.

Vendor will provide 50 job orders to the youth system.

Level 3: Referrals

Vendor will refer sixty (60) youth to social services and/or educational services.

Level 4: Job Training (WIA, ISE, HPI, NJ Youth Corps, adult training programs etc...)

Vendor will refer seventy (70) youth to a training program.

Ancillary Requirements:

- Vendor will create a database of contacts comprised of educational institutions, community based and faith based organizations in both Atlantic and Cape May counties.
- Vendor will host two (2) job fairs; one in each county and participate in three (3) community job fairs; one of the three in Cape May County.
- Vendor will participate in five (5) Career Day events; two (2) in Cape May County
- Vendor will submit all required reports to One Stop Operator (See Section VII for requirements) ten (10) business days from the last day of the previous month.
- Vendor in partnership with Youth Coordinator will create a database of educational, faith based, community based organizations.
- Vendor in partnership with Youth Coordinator will develop/write curriculum for two (2) new workshops/programs.
- Vendor in partnership with Youth Coordinator will research and provide documentation for the development of a Youth Work Readiness credential.

ONE STOP OPERATIONS BENCHMARKS

SECTION III: Community Outreach

- Youth Coordinator will provide presentations to 1,000 parents, educators, counselors and community/faith based organizations.

SECTION IV: Outreach to the Business Community

In partnership with Business Resource Center, the Youth Coordinator will provide presentations to 750 individuals in the business community.

- In partnership with the Business Resource Center, host two (2) focus groups with the business community.
- In partnership with Business Resource Center provide 50 job orders to the youth system.

Ancillary Requirements:

- Youth Coordinator in partnership with vendor will develop/write curriculum for two (2) new workshops/programs.
- Youth Coordinator in partnership with vendor will research and provide documentation for the development of a Youth Work Readiness credential.
- One Stop Operator will submit a monitoring report (See Section VII for requirements) to the YIC Executive Committee via the WIB five (5) business days from receipt of vendor reports.

SECTION VII: Monitoring and Reporting Requirements

Youth Coordinator will monitor benchmark success monthly to determine effectiveness of outreach services and program developments. One Stop Operator will oversee youth career delivery system and report monthly to the Youth Executive Committee of the Atlantic Cape May WIB.

Vendor Required Reports:

- Monthly Demographic Report
- Monthly Program Report (Sections I, II, III A)
 - a. Self Service; provide sign in sheet
 - b. Workshops/Individualized Programs (separated by title); provide copy of sign in sheets
 - c. Job Placement; provide employer name and wage
 - d. Referrals to Support Services (separated by service/vendor)
 - e. Referrals to Training (separated by vendor)

One Stop Operations Required Reports:

- Monthly Executive Summary on Outreach Services (Section III B, IV)
 - a. Presentations to: Educational Institutions and Community/Faith Based Organizations (separated by category and name of institutions/organization); Provide copy of sign in sheets for each event with date and time.
 - b. Presentations to the Business Community (separated by Business Name); provide copy of sign in sheet
 - c. Reports with focus group findings.

Copies of all the above reports will be submitted to the WIB on or before the 20th of every month. At anytime during this contract, the WIB may request additional reports and/or modify current reporting systems.

SECTION VIII: Recommendations for Implementation of Advanced Technologies

Outreach and marketing has been the center piece of efforts to reach the youth population. In the original youth plan published in 2000, the Youth Investment Council had recommended that funds be utilized to purchase a mobile outreach vehicle. In the past six years, the system has provided youth services on the Job development Van to achieve the original goal to target populations in rural areas in Atlantic and Cape May counties.

As the system continued to review and enhance its efforts, it was evident that it needed to evolve to remain current with advanced and sophisticated technologies to achieve the expected results. A review of the up-to-date technologies revealed that the system may provide more advanced outreach with a powerful, lighter and smaller next generation computer, internet cards and laser printers to address the goals and mandates. Therefore, it was recommended that the system seek a vendor for the present equipment and reinvest in the newer equipment to provide the same services through a different delivery method.

Important note: The table below represents the approximate dollar amount that will be utilized to purchase equipment for the operations of YouthWORKS. It does not include staff or ancillary costs.

Quantity	Description	Unit Price	Total Cost
14	Toshiba Notebooks	700	9,800
14	Targus Notebook Cases	55	770
3	Portable Printer: Canon IP90V	200	600
2	Optoma EZPPro 729 Projector	980	1,950
2	Apollo 60" Screen	700	1,400
14	AT&T Laptop Cards	100	1,400
14	Wireless Internet Cards (Year)	780	10,920
1	Honda Generator	1080	1,080
3	Advantus 8 way Multicart	225	675
3	Netgar Print Server	100	300
1	Cargo Capacity Mini Van Toyota Hybrid (Including maintenance package)	35,000	35,000
1	Graphics	5,000	5,000
1	Web-based Tutorials- LONG TERM GOAL	6,100	6,100

JUSTIFICATIONS

- Toshiba Notebooks: Vendor will utilize notebooks at educational institutions, CBO and FBO's without capability in an effort to provide job search assistance and the development of a resume and cover letter. Youth Coordinator will utilize, when needed and schedule permits.
- Targus Notebook Cases: To protect notebooks from weather and damage. Youth Coordinator will utilize, when needed and schedule permits.
- Portable Printer Canon IP90V: Vendor will utilize the printer at educational institutions, CBO and FBO's without capability in an effort to provide all youth with a resume and cover letter. Youth Coordinator will utilize, when needed and schedule permits.
- Optoma EZPPro 729 Projector: Vendor will utilize the projector at locations without capability to provide presentations. Youth Coordinator will utilize, when needed and schedule permits.
- AT&T Notebook Cards:

- Wireless Internet Cards: Provides immediate access to the internet without telephone line. Youth Coordinator will utilize, when needed and schedule permits.
- Honda Generator: Vendor will utilize the generator to provide electric; depending on location of services.
- Advantus 8 way Multicart: Vendor will utilize to safety transport equipment.
- Netgar Print Server: Connects the printer and the notebooks.
- Cargo Capacity Mini Van Toyota Hybrid: Vendor will utilize minivan to facilitate the transportation of personnel and equipment to remote local areas.
- Graphics: Market and identify the vehicle as YouthWORKS
- Web Based Tutorial: Provide self services to individuals unable to visit a career center in resume writing, customer service etc...

Upon purchase of said equipment, vendor will create a sign in/sign out sheet to maintain control of usage and limit damage. Vendor will also house equipment in the 2 South Main Street location. Vendor staff and Youth Coordinator will not take equipment home overnight. Additionally, the minivan will be signed in and out with driver/mileage recorded.

SECTION IX: Recommendations to Improve Operational Organization

1. Development of a 4 x6 "Referral to Interview" form to include:
 - Sending Agency
 - Representative Name
 - Location of interview
 - Date of Interview
 - Time of interview
 - Employer Contact

2. Development of a Prep Step 4 Work agreement on letterhead for youth and/or guardians to sign to include:
 - Description of Program
 - Participants Name and Contact information
 - Modules
 - Parental/Guardian signature and date space
 - Participants will have a better success rate in attaining a job upon completion of the Prep Step 4 Work program.

3. Mechanism to maintain usage of equipment purchased for mobile classroom to include:
 - Staff Name
 - Date/Location/Time Out and Date/Location/Time In
 - Check off list of equipment : Damage/Not Working and Problem
 - Supervisor signature

4. Mechanism to maintain vehicle schedule to record driver, mileage and purpose of use.

5. Formal document for referrals between youth service providers and the center to provide easy access through the youth career delivery system.

6. Signage or a mural to identify the building as YouthWORKS and create an inviting and youth friendly location.

7. Long Term Goals: Development of web-based tutorials for self service and development of curriculum for a Train the Trainer program to outreach to the community through key communicators.

ATTACHMENT A
Tentative Job Club Schedule

Held after school and for out-of-school youth throughout Atlantic and Cape May counties weekly to provide job search assistance and resume preparation. All Job Club members will participate in the Prep Step 4 Work Program as defined in Attachment C of this plan.

Day of Week	Time	Location/County
Tuesdays	3:00 p.m. – 4:30 p.m.	Patsy Wallace building in Atlantic City
Wednesdays	3:00 p.m. – 4:30 p.m.	Cape May County Library Cape May Court House
Thursdays	3:00 p.m. – 4:30 p.m.	Atlantic County Family Center on a rotating basis

All Job Club members will participate in the Prep Step 4 Work Program as defined in Attachment C of this plan.

ATTACHMENT B
Group Workshops & Specialized Programs

Mini-Workshops

Provided to community and faith based organizations and educational institutions that wish to “Build Their Own Workshop” by selecting one or more of the offered workshops; each workshop lasts 45 minutes. Choices include:

Job Readiness	Resume Writing	Interviewing Skills
Nutrition	Nutrition	

Coming Soon: Time Management, Group Dynamics, Resisting Peer Pressure, and Entrepreneurial Skills

Workshop Descriptions

Job Readiness – The learner will engage in topics to include: how to make a good impression, how to dress for an interview, accurately completing a job application and definition of skill-sets transferrable to the workplace in preparation of an interview.

Resume Writing – The learner will participate in activities to effectively write a resume and a cover letter for a job interview. All participants will leave workshop with a completed resume.

Interviewing Skills – The learner will participate in mock interviews to learn proper etiquette and attire as well as how to effectively answer questions.

Nutrition – The learner will engage in discussion about good nutrition and its impact on their ability to work. The learner will analyze career opportunities in the healthcare industry following a presentation.

Other Programs

The programs are provided to community/faith based organizations and educational institutions that wish to participate in character building workshops for youth. Programs require multiple sessions over time.

Character Counts	Seven Habits of Highly Effective Teens
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Program Descriptions

Character Counts: The program examines the principles of trustworthiness, respect, responsibility, fairness, caring and citizenship.

Seven Habits of Highly Effective Teens: A step-by-step guide to help teens improve self image, build friendships, resist peer pressure, achieve goals and get along with others.

ATTACHMENT C
Prep Step 4 Work

Prep Step 4 Work (PS4W)

Design Concept: Program designed as an individualized program that provides youth with a flexible schedule to continue to participate in other activities. The program may be provided to a group based on staff availability and location constraints.

Scope: The program is provided to all youth seeking assistance with job placement. Upon completion of a three series workshop module, youth will be referred to a partnering business for consideration of employment.

Sequence: Modules may be provided in any order over any length of time.

Modules: Job Readiness, Resume Writing and Interviewing Skills

Requirements: Youth participating in the PS4W, will be required to sign an agreement to complete the series of modules to have a better success rate in attaining a job (under 18; parental signature).

Justification: Youth must be prepared for the workplace or the center runs the risk of damaging the center's credibility as a reliable business/job placement resource. Similarly, youth must learn expectations, etiquette and acceptable performance on the job to retain employment. This program acts in the best interest of both the youth and the business community.

*All job club members will participate in the Prep Start 4 Work Program.

ATTACHMENT D – Under Development Youth Employment Zone (YEZ)

Development of the Youth Employment Zone Credential

- Contact Lance Davis at SETC to review adult work readiness credential; discuss possible youth work readiness credential.
- Research other states to determine if a model exists that the local WIB area might adopt.
- To implement a credential program; need awarding body, curriculum (complete with pre-test, modules for study and a post test for proficiency)

Design Concept: The program is designed as an individualized program to provide youth with a “Work Readiness Certificate” and job placement. The program may be provided to groups of 10 or less based on staff availability and location constraints. Upon completion of the five series module and passing of a proficiency test, youth will receive a Youth Work Readiness Certificate to present to employers and assistance with job placement.

Sequence: Modules must be provided in order to maintain integrity of program.

Modules: Under Development

Requirements: Youth must participate in a pre-test assessment; complete all five modules in the series and pass a proficiency exam to receive a Youth Work Readiness Certificate and job placement assistance.

Justification: As indicated by local employers there are six areas of job readiness that are critical to success on the job. Youth participating in the YEZ program would complete five modules in those areas and receive a certificate to present to employers. In the future, the YEZ program would like to provide the YEZ program with a Youth Work Readiness Credential. Further research is needed to determine awarding agency and existing curriculum.

Youth must be prepared for the workplace or the center runs the risk of damaging the center’s credibility as a reliable business/job placement resource. Similarly, youth must learn expectations, etiquette and acceptable performance on the job to retain employment. This program acts in the best interest of both the youth and the business community.