



From Medieval to Modern: Recruiting Youth to Work-Based Learning

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YOUNG 
INVINCIBLES

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A national nonprofit organization committed to elevating the voices of young adults in the political process, and expanding *economic opportunity* for 18-34 year-olds.



Our Core Issue Areas:

- Higher Education
- Health Care
- Workforce
- Civic Engagement



Agenda:

- 1) Who are young adults?
- 2) Work-based learning defined and why it matters
- 3) Common myths around work-based learning
- 4) Best practices in recruiting youth in work-based learning
- 5) Q&A and resources

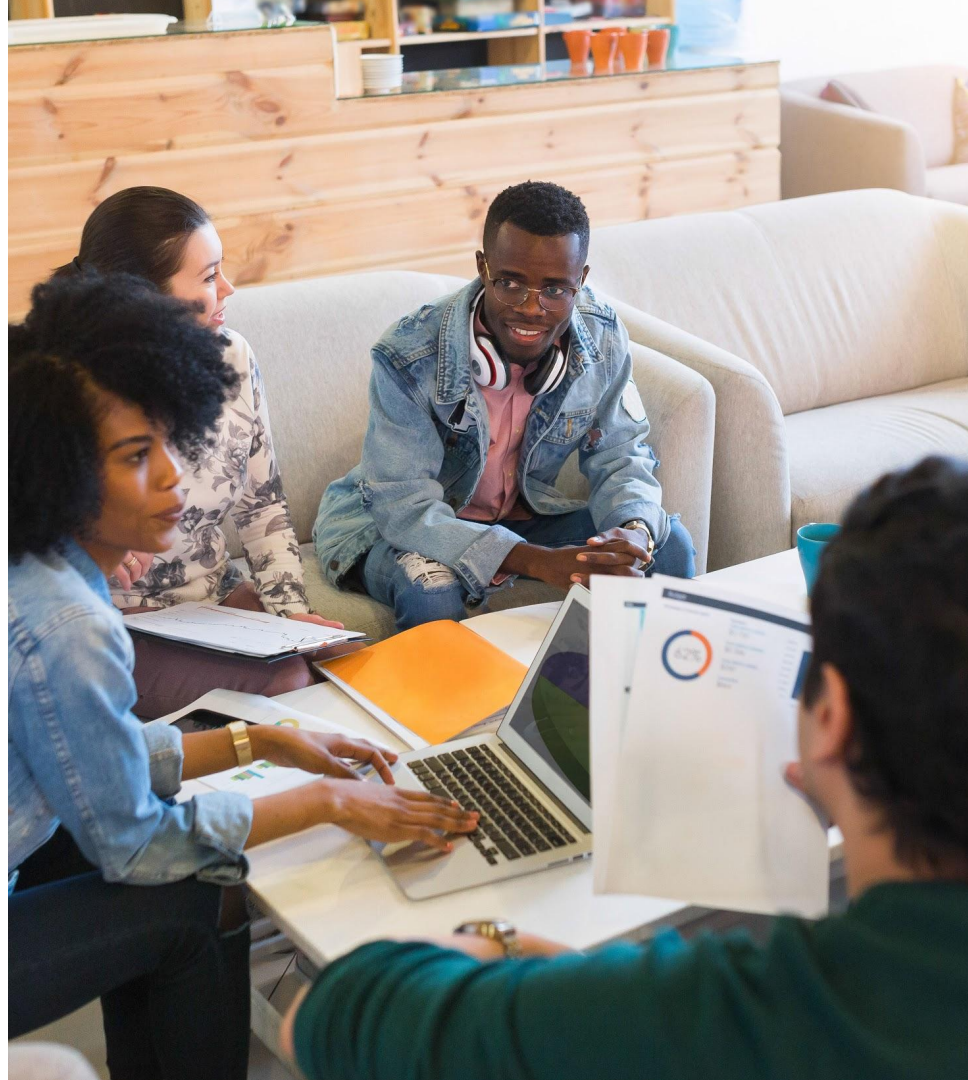
“Not all Millennials think alike. A demographic is not psychographic.”

-Andrew Dunn, CEO of Bonobos

Who are young adults?

Comprised of 18-34 year olds

- Millennials (1981-1996)
- Generation Z (1997-mid 2010s)



Demographic differences:

Millennials:

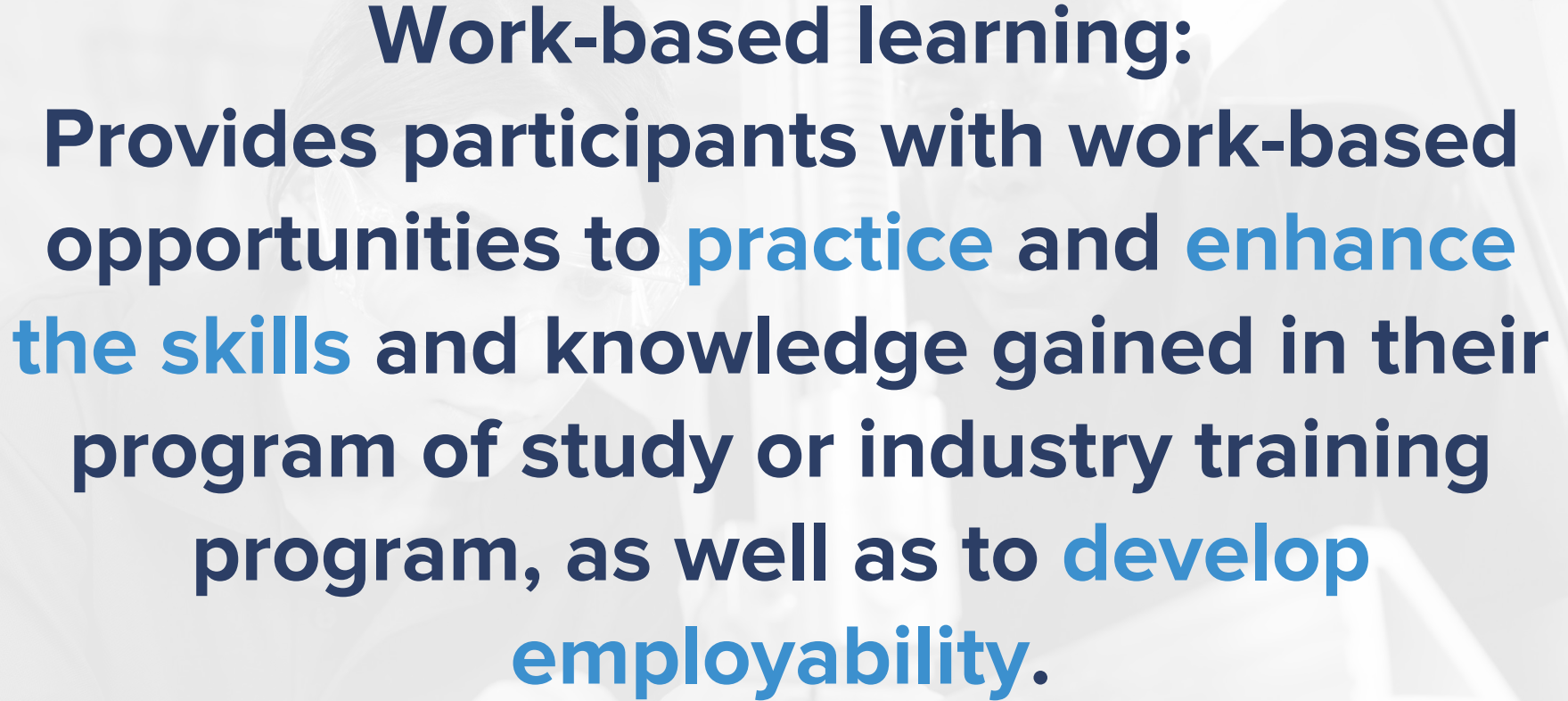
- Optimistic
- Collaborative
- Digital pioneers
- Online only
- Job-hopping

Generation Z:

- Realistic
- Independent
- Digital natives
- Face-to-face
- Role-hopping

Work-Based Learning: Defined





Work-based learning:
Provides participants with work-based opportunities to **practice** and **enhance the skills** and knowledge gained in their program of study or industry training program, as well as to **develop employability**.

Continuum of Engagement and Work-Based Learning Experiences



Value of Work-Based Learning

- Higher earnings
- Career exploration
- Early connection with workforce pipeline
- Build social and professional capital
- Experience leads to experience

QUESTION?

What challenges do you face when recruiting young adults to work-based learning programs?



Challenges of Reaching Young Adults

- Overcoming misconceptions and anxieties
- Targeting message
- Where to find young adults

Overcoming Myths

Misconception 1:

- Work-based learning doesn't pay

Misconception 2:

- Work-based learning is only for college students

Misconception 3:

- You can't earn credit from work-based learning

Misconception 4:

- Work-based learning isn't in my community

Anxieties: Young Adults are Intimidated

- Lack necessary skills
- Unable to understand & meet expectations
- Will not fit in
- The space will not feel welcoming or collaborative



Is this for me?
Will I fit in?
Can I succeed?



Messaging Challenges

- How to sound “hip”?
- Diversity of young adults and their needs

EXHIBIT 3 | U.S. Millennials Comprise Six Distinct Segments

Hip-ennial

"I can make the world a better place."

- Cautious consumer, globally aware, charitable, and information hungry
- Greatest user of social media but does not push/contribute content
- Female dominated, below-average employment (many are students and homemakers)

29%



Gadget Guru

"It's a great day to be me."

- Successful, wired, free spirited, confident, and at ease
- Feels this is his best decade
- Greatest device ownership, pushes/contributes to content
- Male dominated, above-average income, single

13%



Millennial Mom

"I love to work out, travel, and pamper my baby."

- Wealthy, family oriented, works out, confident, and digitally savvy
- High online intensity
- Highly social and information hungry
- Can feel isolated from others by her daily routine
- Older, highest income

22%



Clean and Green Millennial

"I take care of myself and the world around me."

- Impressionable, cause driven, healthy, green, and positive
- Greatest contributor of content, usually cause related
- Male dominated, youngest, more likely to be Hispanic, full-time student

10%



Anti-Millennial

"I'm too busy taking care of my business and my family to worry about much else."

- Locally minded, conservative
- Does not spend more for green products and services
- Seeks comfort and familiarity over excitement/change/interruption
- Slightly more female, more likely to be Hispanic and from the western U.S.

16%



Old-School Millennial

"Connecting on Facebook is too impersonal, let's meet up for coffee instead!"

- Not wired, cautious consumer, and charitable
- Confident, independent, and self-directed
- Spends least amount of time online, reads
- Older, more likely to be Hispanic

10%





Platform Challenges

- Requires digital savviness
- Which social media account to use?
 - In-person outreach?

**Targeted Message + Targeted Platform =
Effective Outreach**

Messaging: Know Your Audience



Knowing Your Audience

- Be explicit about pay
- Avoid jargon
- Highlight support services
- Be concise



Messages that Matter

- Paid opportunity
- Explicitly seeking diverse candidates
- Debt-free pathway to advancing your career
- Availability in the community





Visuals are part of your message.

QUESTION?

What do you think are the top three needs of the youth with whom you work?

Targeted Platform



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Digital Outreach

Face-to-Face

A grayscale photograph of a person sitting at a desk, viewed from the side. They are using a laptop. A dark mug is on the desk to the left of the laptop. A smartphone is lying on the desk to the right of the laptop. The person's hands are on the laptop keyboard. The background is blurred, showing a window and some office equipment.

91% of online adults use social media daily

Why use social media?

- It can be cheap and effective
- Impact is measurable
- It's interactive - great way to answer questions and dispel myths







Using Facebook: Pros and Cons

- Pros: FB has the biggest following & best targeting
- Cons: increasingly, FB requires \$\$\$ to reach your audience



Facebook Tips

- If you can, invest small amounts in well-targeted ads or boosted posts
- FB algorithms favor less text and more visuals, so use images, photos, and videos whenever possible
- FB favors live video, so consider shooting short live videos like explainers and letting people meet your staff
- Downloading the FB Pages app can allow you to run your brand page on the go



Facebook Live Tips

- It is LIVE! So make sure everyone is prepped
- Enlist a helper to shoot the video & make things go well
- If you will have more than one speaker, film horizontally, rather than vertically
- Consider investing in a mini tripod or even a selfie stick
- Think about audio
- Promote your live events!
- Check your internet signal



Using Twitter: Pros and Cons

- Pros: more frequent updates and breaking news, can reach younger and more diverse audience
- Cons: not as many users as FB, may require more time

Twitter Tips



- Amplify the same messages frequently
- Use hashtags, replies, and retweets to engage more people and connect yourself to ongoing stories and trends
- Interact with others, including partners and potential influencers with the @ function
- Scheduled twitter chats can help you reach new audiences

Twitter Chats



- Decide on a purpose for your chat – Q&A, sharing info, etc.
- Reach out to potential partners ahead of time to ask them to participate
- Send out a list of questions to partners ahead of time
- Label questions as Q1, Q2, Q3, and corresponding answers as A1, A2, A3 etc.
- Make sure everyone uses the same hashtag on EVERY tweet



Using Instagram: Pros and Cons

- Pros: visual medium, skews younger and female, live feature, best for brand building
- Cons: difficult to translate into action, limited use of links

Instagram Tips: Stories



- Stories allow you to be fun and creative
- They pin to the top so your followers won't miss it
- Use video (vertical!) and gifs to keep things interesting
- Use polls and questions to make things interactive
- Great way to share stories
- Good for reminders since they only show up for 24 hours



How to Build Your Social Media Following

- Build partnerships with each other & share each others posts
- Look & learn from similar organization's approach
- Use your existing channels (like email lists) to promote your social media
- Invest small amount into advertising your page (especially well targeted)



Email

- Pros: action rate higher, more room to expand
- Cons: can only reach people already on your list

Email Tips

- Even though you have more room, keep it short - most people read on mobile
- Make the language straightforward
- Focus on only one ask in each email
- Make sure your ask pops by using bold text or a button
- Don't be afraid to send emails more frequently near the application deadline

Face-to-Face



Face-to-Face

Find them [where they are](#)

- Community colleges
- Trade & vocational schools
- Social events
- Festivals
- Restaurant & retail industries
- Social service agencies
- Local workforce boards



Face-to-Face by Proxy

Use influencers:

- Parents
- Peers
- Faith Leaders
- Career Advisors & Student Life
- Employers



Resources



WANT TO WORK IN I.T.?
Become an apprentice and get your credential in a high-growth field.
Graduates earn on average \$40,000

JOIN US
We're hiring 16- to 24-year-olds
www.xyz.org



ILLINOIS workNet
Career americanjobcenter

REAL LIFE WORK EXPERIENCE

Wondering how to launch your career?

Join (name of program)!

- Get paid to learn the skills employers demand, outside the classroom
- Explore careers in the industry
- And, earn (college credit, credential)

Grantee Logo Here

Don't wait. Spaces are limited!

END OUT MORE! youth career pathways

Are you...
• 16-24 years old and
• Authorized to work in the United States?
See if you are eligible

illinoisworknet.com/apply4yocp

The Illinois WorkNet Career Center is an equal opportunity employer. Any other jobs and openings are available only to individuals with disabilities. All other reasonable requests will be handled by the program using 711 or 1-800-368-6835. The WorkNet Career Center is a grant funded by a grant awarded by the U.S. Department of Labor, Employment and Training Administration. For more information please refer to the notice in the bottom of any webpage at illinoisworknet.com.

Questions?