

OAKLAND FUND FOR CHILDREN AND YOUTH FY2020-2021 STRATEGY REPORT

Career Awareness and Employment Support

OFCY's Career Awareness and Employment Support strategy supports career exploration, work-readiness training, on-the-job experience, skill-building supports, exposure to career options, and employment. This report draws on interviews with two programs (Bridges from School to Work and East Bay Asian Local Development Corporation's Havenscourt Youth Jobs Initiative), attendance and wage records, a participant survey, and program reports to summarize strategy achievements and progress to date.

FUNDED PROGRAMS

- Alameda County Health Care Services Agency - Career Exploration Program
- Alameda Health System - Oakland Health Careers Collaborative
- Biotech Partners - Biotech Partners' Biotech Academy at Oakland Technical High School
- Center for Young Women's Development - Sisters on The Rise
- Civicorps - Civicorps Academic and Professional Pathway
- East Bay Asian Local Development Corporation - Havenscourt Youth Jobs Initiative
- Lao Family Community Development, Inc. - Oakland Youth Industries Exploration (YIE) Program
- Lao Family Community Development, Inc. - The Oakland Youth on the Move (YOM) Summer Employment Program
- Bridges, Inc. - Bridges from School to Work
- New Door Ventures - New Door Ventures Employment Program for Oakland Opportunity Youth 16-21
- Oakland Unified School District - Exploring College and Career Options (ECCO)
- The Youth Employment Partnership, Inc. - Level Up - Options for Real Careers
- The Youth Employment Partnership, Inc. - Summer Jobs
- Youth Radio dba YR Media - Digital Media Pathways
- Youth UpRising - YU Achieve (Summer Youth Employment

Strategy Results



1,778 Youth

participated in programming



98 Average Hours

per youth participant



15 Programs

provided jobs and career exploration



94%

learned about jobs they can have in the future.



84%

participated in a job or internship



\$1,491,816

Wages/stipends earned by youth



\$2,423,809

granted to programs

Strategy Results

OFCY uses a Results Based Accountability (RBA) framework to assess its role in contributing toward city-wide goals. The RBA model is a comprehensive approach for assessing the quantity of services provided by programs, the quality of those services, and the effect of those services on the lives of children, youth, and families. It does this by addressing three guiding questions: **(1) How much did we do? (2) How well did we do it? (3) Is anyone better off?**

How Much Did We Do?	
Number of Programs Funded	15
Number of Youth Served	1,778
Total Hours of Service Provided	173,794
Average Hours of Service per Youth	98
Number of Youth Placed in Internships and Jobs	1,496
Total Hours Youth Spent in Jobs or Internships	132,279
Total Wages and Stipend Earned by Youth	\$1,491,816
How Well Did We Do It?	
Enrollment: Average progress toward projected number of youth served ¹	102%
Total Hours of Service: Average progress toward projected total hours of service	90%
Average Hours of Service: Average progress toward projected average hours of service	88%
Job Placement: Youth placed in a job or internship	84%
Work Experience: Youth receiving at least 10 hours of work experience	71%
Safety: Youth who agreed that they felt safe in their program	94%
Caring Adults: Youth who agreed that there is an adult at their program who really cares about them	83%
Is Anyone Better Off?	
Career Goals: Youth who agreed that they learned about jobs they can have in the future	94%
Employment Skills: Youth who agreed that they learned what is expected of them in a work setting	92%
Interpersonal Skills: Youth who agreed that they learned how to get along with others in a work setting	88%

The remainder of this report includes an overview of program participants followed by sections aligned with this RBA framework:

- 1) Overview of Programs and Participants
- 2) How much did the programs provide?
- 3) How well did programs do it?
- 4) Is anyone better off because of the strategy's work?

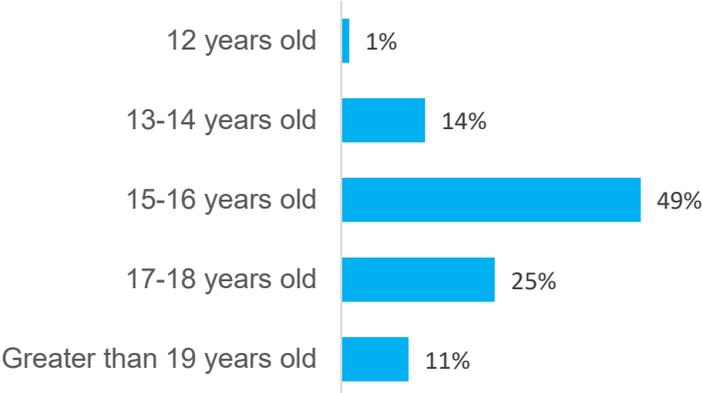
¹ At the start of the fiscal year, programs estimate their annual enrollment and the total number of hours of service they will provide. Progress is calculated as the actual enrollment divided by the projected enrollment.

Participants and Programs

During FY20-21, **1,778 unduplicated youth participated in the Career Awareness and Employment programs.** These programs provided career exploration, supportive services, skill-building opportunities, and placements in jobs and internships. Participants included high school students interested in high-demand career pathways (such as health), opportunity youth, and youth who face high barriers to self-sufficiency. While shelter-in-place continued to pose recruitment challenges, programs used a range of strategies to connect with young people in virtual and physical spaces: group presentations in online classrooms, one-on-one communication with teachers, social media, door-to-door canvassing, and holding public events and projects in the community. Creative and persistent follow-up—drawing on multiple communication channels, including in-person check-ins, calling, texting, emails, and calendar invites—was key to recruitment during a pandemic.

In line with the focus on preparing youth for productive adulthood, most youth served by the career awareness programs were age 15 or older. Programs were most likely to serve high-school aged youth, but 11% of youth served were age 19 or above.

Age of Participants



Career Awareness programs offer work experience and career exploration to youth from across Oakland, including opportunity youth and others who face barriers to self-sufficiency.

Program Spotlights

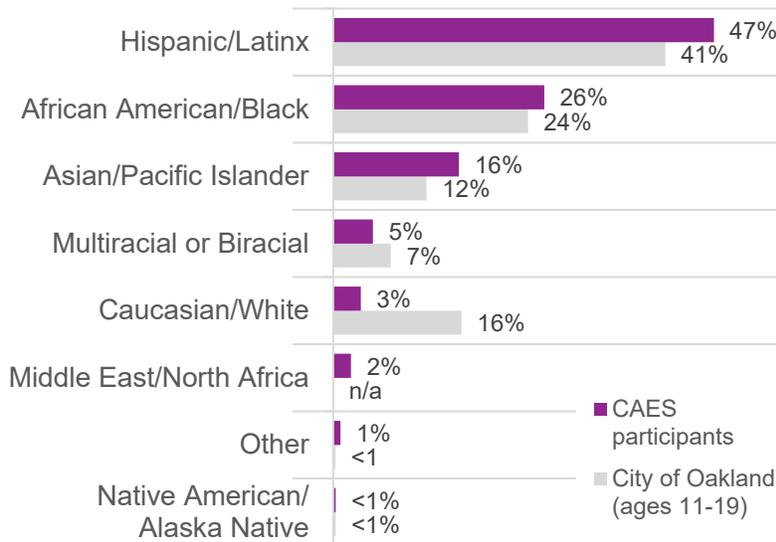
To inform this report, SPR conducted interviews with staff from two Career Awareness and Employment Support programs:

Bridges, Inc.’s Bridges from School to Work provides comprehensive job-readiness skills training, job development, placement, and retention services to opportunity youth and youth with special needs for up to 2 years. The program places youth in competitive, unsubsidized jobs in their community and encourage a successful transition to adult employment.

The East Bay Asian Local Development Corporation’s Havenscourt Youth Jobs Initiative develops career readiness skills in high school age youth and provides direct employment to opportunity youth. Young adults participate in career exploration programs, job readiness trainings, paid internship, hiring fairs, and financial coaching.

Aligned with the goal of reducing race-based disparities in employment, programs served predominantly BIPOC youth residing in under-resourced communities. As shown in the graph below, over 85% of participants identified as Hispanic/Latinx, African American/Black, or Asian/Pacific Islander.²

Race/Ethnicity of OFCY Participants and Oakland Youth

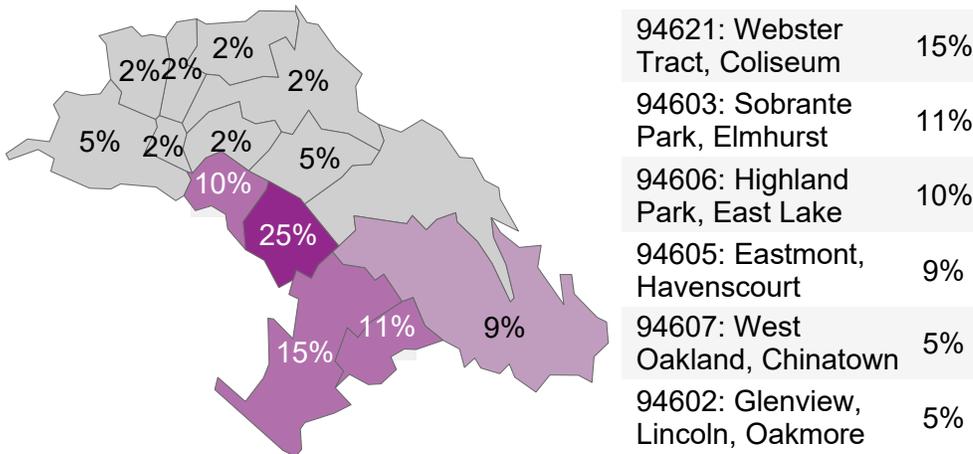


The largest group of youth identified as Hispanic/Latinx.

Relative to the city’s population, youth who identify as African American/Black, Asian/Pacific Islander and Hispanic/Latinx were most likely to be served.

As illustrated below, most participants lived in zip codes that experience high levels of community stress, including Fruitvale, Webster Tract, Sobrante Park, and Eastmont.

Zip Code of Residence



Youth participants were most likely to live in East Oakland.

“ We are very conscious that we’re working toward the positive outcomes of young people of color who have [received the message] that they’re not going to be able to achieve adult positive outcomes.

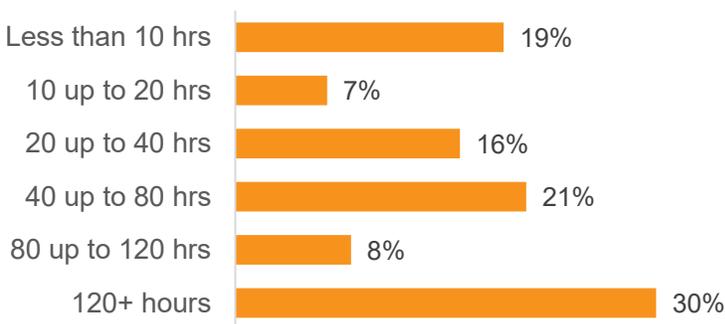
- Staff, Bridges from School to Work

² City of Oakland youth data comes from American Community Survey (ACS) 2018 5-year Estimate. Middle Eastern/North African is not represented in racial/ethnic categories collected by the ACS.

How Much Did Programs Do?

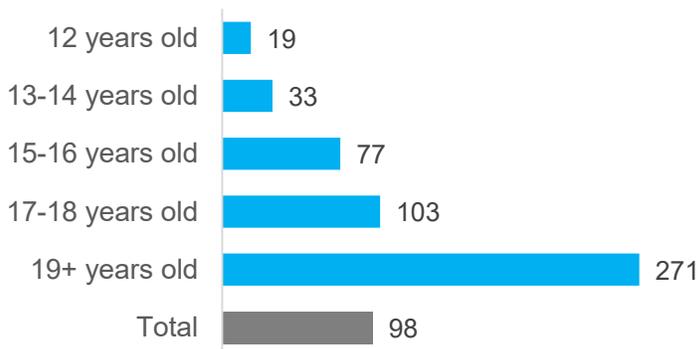
Programs provided 173,794 hours of service. During the on-going shelter-in-place order, programs adapted to provide services safely to youth from across Oakland. Programs identified job training opportunities that supported the community during COVID-19, such as food distribution for seniors, and built their leadership and facilitation skills through activities like restorative justice trainings. Close to two-thirds of youth (62%) received 40 or more hours of career awareness and employment support services. Compared to previous years, hours of attendance were somewhat lower. About 5% of participants attended more than one career program.

Hours of Attendance in Career Programs



On average, youth spent 98 hours in programming. As shown below, older youth spent more time in career programming and work experience opportunities than their younger peers, consistent with the needs of youth as they transition to adulthood.

Average Hours of Attendance by Age



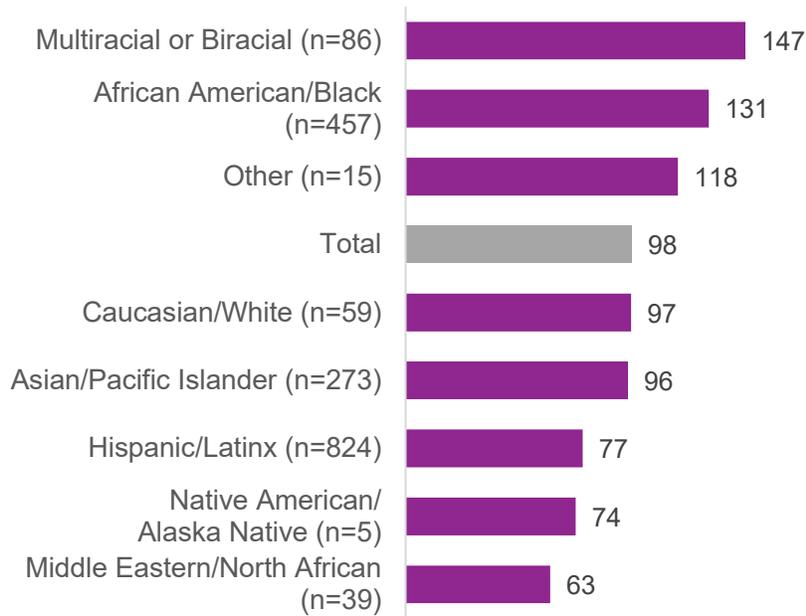
Programs provided virtual and in-person programming that focused on career preparation and work experience opportunities that met the needs *and* safety concerns of youth during the pandemic.

Youth spent an average of 98 hours in career awareness programming and work experience opportunities. Transitional-aged youth spent the most time in programming.

The number of hours spent in programming varied somewhat by race/ethnicity. As shown below, African American/Black youth and multiracial or biracial youth had the highest average hours of participation.

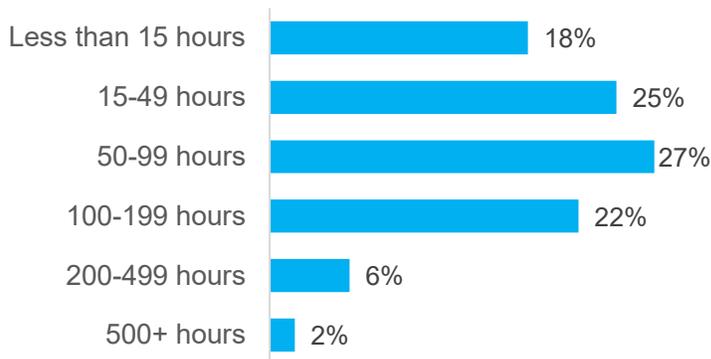
African American/Black youth and multiracial youth spent the most time in programming.

Average Hours of Participation by Race/Ethnicity



Through their programs, **1,496 unduplicated youth participated in jobs and internship opportunities**, comprising 84% of all participants. Programs creatively modified placements to provide valuable career exploration and work experiences despite the shelter-in-place order, as described below in the Participant Outcomes section. About half of participants who were placed in jobs or internships spent between 15 and 100 hours in work settings.

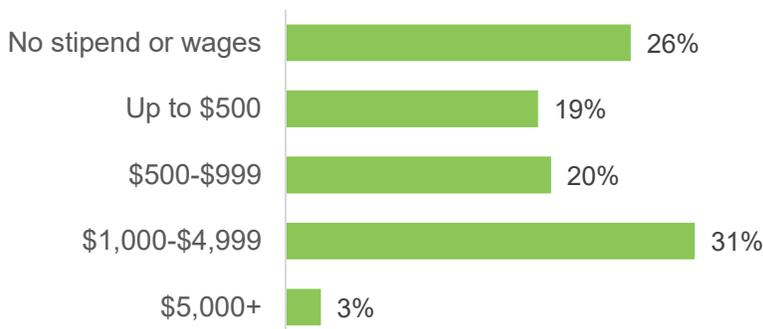
Hours Spent in Placements



In addition to gaining experience, about three-quarters of youth and young people participating in placements received a wage that ranged from less than \$100 to over \$30,000. On average, these participants earned about \$1,355 for their time and effort. Overall, programs distributed \$1,491,816 in stipends and wages youth.

Stipends and Wages Earned

- **1,101** youth received wages
- **\$1,491,816** total wages
- **\$1,355** average wages earned



Despite the shelter-in-place order, **84% of participants received work experience through a virtual internship or modified in-person job placement.**

“ The majority of jobs that our students get are front-facing customer service jobs... We had to be very clear that the decision was theirs to make and that it was made thoughtfully.

- Staff, Bridges from School to Work

About three-quarters of youth and young adults participating in work experience received a wage, ranging from less than \$100 to over \$30,000.

The amount earned depended on the time youth spent in placements and the type of work experience they participated in. Programs designed to prepare older youth to transition into unsubsidized generally offered hourly wages, while programs focused more on career exploration generally provided a flat stipend for participation and served younger participants.

Depending on the type of placement, participants received a flat stipend or an hourly wage.

For example, participants received an average of \$332 at Alameda Health System’s Oakland Health Careers Collaborative, where middle and high school students shadowed medical professionals, attended seminars, and learned about a range of medical professions. In contrast, at Civicorps, where young adults received \$14.36 per hour for paid job training in environmental management and recycling, the average payment was \$11,380. As shown below, older youth earned more than their younger peers. They generally spent more time in their placements and were more likely to receive hourly wages.

Total Stipends and Wages by Age

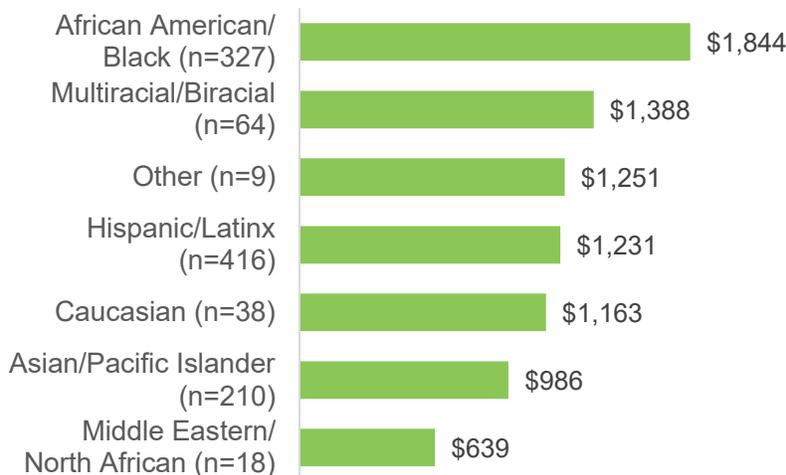


Older youth generally earned more during their placements.

The total payment that participants received varied by race. African American youth received the highest average payment.

African American/Black youth received the highest average payment.

Total Stipends and Wages by Race/Ethnicity



How Well Did Programs Do It?

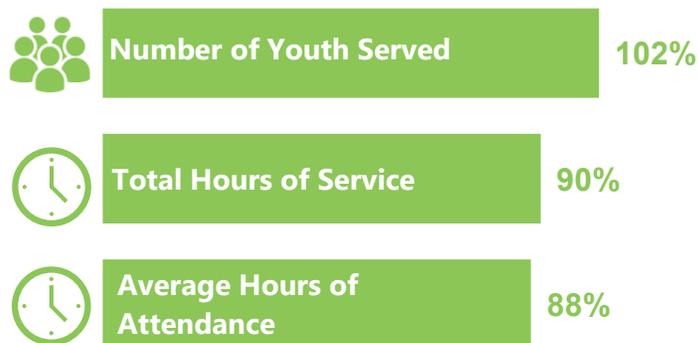
OFCY tracks a series of indicators to assess how well grantees have implemented their programming.

The first three indicators include progress toward projected program enrollment, total hours of service, and average hours of service per participant.³ As shown to the right, **program attendance and enrollment were strong**. On average, programs enrolled over 100% of the youth they anticipated.

In addition to these performance measures, the Career Awareness and Employment Support strategy has indicators of program quality, including the percentage of youth who received work experience, and youth perceptions of critical aspects of programming. In the FY2020-2021, 84% of participants were placed in a job or internship and 71% spent at least ten hours in a job or internship.

Also shown to the right, the 764 participants who completed a survey generally felt safe and connected to adults that cared about them in their programs. Programs emphasized that having staff that are reflective of youth demographics and are from their neighborhoods play a key role in establishing a welcoming environment and building trusting relationships. These ratings are similar to how youth assessed program quality in FY19-20. In addition to focusing on physical and psychological safety, programs employed COVID-19 safety measures, including access to personal protective equipment, trainings, and on-site protocols for internships and jobs.

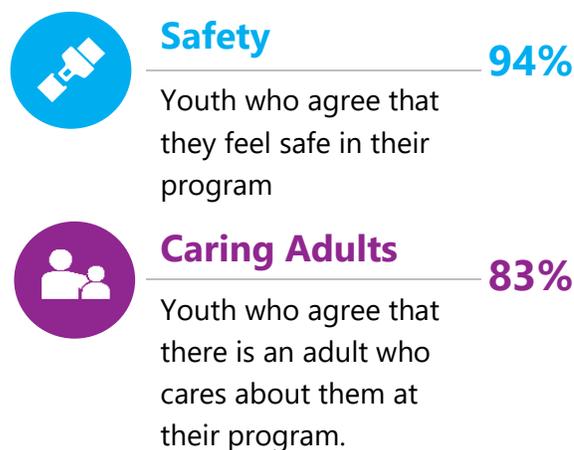
Program Performance: Average Progress Toward Projected Enrollment and Attendance



Program Performance: Rate of Job Placement and Work Experience



Program Quality: Youth Survey Responses (n=764)



³ At the start of the fiscal year, programs estimate the units of service enrollment they expect to meet. By the end of the year, programs are expected to reach at least 80% of their projected enrollment and units of service.

Is Anyone Better Off?

As part of the RBA framework, OFCY tracks indicators of job and career readiness to assess if program participants are better off because they participated. As shown below, the vast majority of youth reported gaining the experience and skills that the Career Awareness and Employment Support strategy aims to provide.

Program Outcomes: Youth Survey Results (n=764)



Career Goals

94%

Youth who agree that they learned about jobs they can have in the future



Employment Skills

92%

Youth who agree that they learned what is expected in a work setting



Interpersonal Skills

88%

Youth who agree that the program taught them how to get along with others in a work setting

In addition to these RBA indicators, participant survey data and program interviews tell a more comprehensive story about the ways that career awareness programs prepare youth for success in youth employment and their future careers.⁴

Awareness of Job and Career Options

Many programs provide opportunities for participants to explore different careers. Pre-COVID, programs often organized field trips and hosted job fairs and in-person panels with professionals from different fields. In the second year of the pandemic, programs continued to modify these opportunities to protect the health, safety, and wellbeing of participants. For example, Havenscourt Youth Job Initiative transformed their career explorations into immersive online experiences where youth received boxes of supplies and learned how to make homemade

89%
of youth agreed:
This program helps me understand how to get the kind of job I want.

“ [Because of COVID-19], we changed our hiring fairs to virtual career explorations or demonstrations. [It was] very engaging. The hands-on approach that we tried to capture even [during COVID] is extra work, but it's worth it. It really keeps them coming back.

- Havenscourt Youth Job Initiative, Staff

⁴ Program participants also report on their progress toward youth development outcomes, which are reported in the OFCY FY20-21 Final Report.

pasta and cold brew coffee while gaining insight into careers in the food industry and customer service skills from employers like Starbucks.

Interpersonal Skills and Professionalism

Programs supported professional and soft skills through training and on-the-job experience. This year, programs offered these activities virtually or through a hybrid in-person/virtual format to meet the needs and safety concerns of youth. For example, the Havenscourt Youth Job Initiative at EBALDC transitioned to holding their professionalism trainings and internship interviews online. At Bridges from School to Work, program staff offered one-on-one, in addition to traditional interpersonal like communication, career awareness programs provided individualized support in person, over the phone, or online because youth were burnt out from virtual group meetings. Youth with COVID safety training as part of professionalism training to prepare them for their internships and placements. Topics included understanding the science behind COVID-19, PPE and masks, sanitation and handwashing, access to vaccination opportunities, and best practices when engaging with community members in-person.

Increased Participation in Internships and Other Work Opportunities

Internship and work experience opportunities are typically a core component of OFCY career awareness programs as it provides youth a positive, productive activity during out-of-school time and important monetary incentives in the form of wages and stipends. During 2020-2021, COVID-19 and shelter-in-place orders continued to force programs to adjust the scope of their internship and employment opportunities. Throughout the year, Bridges from School to Work placed youth in unsubsidized essential worker jobs like courtesy clerks at Safeway. Bridges offered all their pre-readiness skills trainings to youth and families who were not comfortable with front-facing, customer service jobs, and all youth and guardians had to sign COVID-19 acknowledgement forms. EBALDC's Havenscourt Youth Job Initiative continued to run its year-round afterschool

91%

of youth agreed:
Because of this program, I have learned new skills that will help me get a job.

“ **Communication is the key.**
If something is happening in your life, please let your counselor know.

- Staff, Bridges from School to Work

61%

of youth agreed:
Because of this program, I have an internship, volunteer position, or paid job now or lined up for the future.

“ *[Because of COVID-19], we changed our hiring fairs to virtual career explorations or demonstrations. [It was] very engaging. The **hands-on approach** that we tried to capture even [during COVID] is extra work, but it's worth it. It **really keeps them coming back.***

- Staff, Havenscourt Youth Job Initiative

internship program and implemented a smaller, pilot version of the summer internship program that they were unable to launch in Summer 2020 due to shelter-in-place. This included placements as a creative intern at the San Francisco Symphony, a program intern at United Way Bay Area, and a social media and marketing intern at Bay Cities Realty & Home Loan, a local real estate company.

Survey Responses by Subgroups

An analysis of survey responses by subgroup revealed some differences in outcomes across race, gender, and age:

- **Latinx/Hispanic youth reported higher scores** than their peers in several general youth development outcomes, including *Goal Setting, Development and Mastery of Skills, Confidence and Self-Esteem, and Sense of Belonging*.
- **Females were more likely than males to report *feeling safe* in their program** and reported higher scores than males around in questions related to *Sense of Belonging*.
- **African American youth were more like to report that there is an adult in the program who cares for them.**
- There was no statistical difference in survey results between youth who identified as LGBTQ+ on the survey (12%, or 89 youth) and those who did not, indicating that LGBTQ+ youth felt as safe and engaged in programs as other youth and were just as likely to reach key youth outcomes.

