

# Career Awareness and Employment Support

## 2019-2020 OFCY Strategy Report

The 15 programs funded under OFCY's Career Awareness and Employment Support strategy support career exploration, work readiness training, on-the-job experience, skill-building supports, exposure to career options and employment. This report draws on interviews with three programs, attendance records, and program reports to summarize strategy achievements and progress to date.



### STRATEGY ACHIEVEMENTS



**1,548 youth**

participated in programming



**108 hours**

average time spent in program



**1,190 youth**

participated in jobs or internships  
(77% of all participants)



**\$1,453,507** total wages earned

**\$1,221** average earnings



### 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
- Marriott Foundation for People with Disabilities - 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)

**Total Funding: \$2,628,846**

## Strategy Results

For the 2019-2022 funding cycle, OFCY is piloting 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: How much did we do? How well did we do it? Is anyone better off?*

### Program Achievements – How much did we do?

Number of youth served	1,548
Total hours of service provided	176,578
Number of youth placed in jobs or internships	1,190
Total hours of work experience	133,339

### Program Performance and Quality - How well did we do it?

Enrollment: Average progress toward projected number of youth served <sup>37</sup>	99%
Average Hours of Service: Average progress toward projected average hours of service	96%
Total Hours of Service: Average progress toward projected total hours of service	87%
Job Placement: Percent of participants placed in a job or internship.	77%
Work experience: Percent of participants receiving at least 10 hours of work experience	71%
Safety: Percent of participants who report feeling safe in program.	*
Caring Adults: Percent of participants who respond that there is an adult at the program who really cares about them.	*

### Participant Outcomes – Is Anyone Better Off?

Career Goals: Percent of participants who report learning about jobs they can have in the future.	*
Employment Skills: Percent of participants who respond that they learned what is expected in a work setting.	*
Interpersonal Skills: Percent of participants who report that they know how to get along with others in a work setting	*

\* Survey results not available in FY19-20 due to shelter-in-place order.

The remainder of this report includes the following sections aligned with this RBA framework:

- 25) Achievements: How much did the programs provide?
- 26) Performance and Program Quality: How well did programs do it?
- 27) Outcomes: Is anyone better off as a result of the strategy's work?

<sup>37</sup> At the start of the year, programs estimate their annual enrollment and the total number of hours of service they will provide for each quarter. Progress is calculated as the actual enrollment divided by the projected enrollment.

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## Achievements: 1,548 youth served

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

The Career Awareness and Employment Strategy served 1,548 youth.



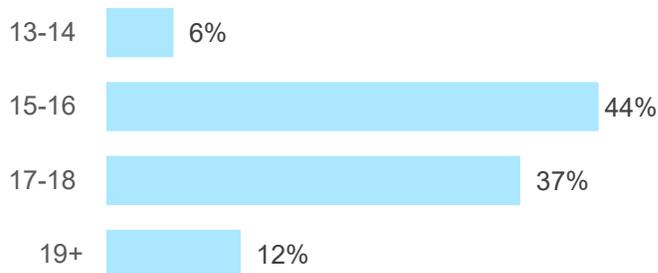
During the 2019-20 grant cycle, 1,548 unduplicated youth participated in career awareness and employment programs. The programs provide activities and support tailored to a range of participants, including high school students interested in high-demand career pathways (such as health), opportunity youth, and youth who face high barriers to self-sufficiency. Programs prioritize African American and Latinx youth residing in East Oakland, Fruitvale and West Oakland. In addition to often receiving stipends or wages from their positions, many young people who participate in career awareness programs receive additional support with meals, clothing, and transportation in order to take on and keep employment.

In line with the focus on preparing youth for productive adulthood, most youth served by this strategy were age 15 or older. Programs were most likely to serve high-school aged youth, but 12% of youth served were age 19 or above.

Over 80% of youth were between 15 to 18 years old.



### Age of Participants



“ [Our participants] life experience is a strength. Especially when you face so many obstacles in your life, right? That is a requirement to be in our program. Our program is designed for folks facing employment barriers... we try to build off [their life experience] and shine it up a little, if you will, to meet the needs of the workplace.

-Staff, New Door Ventures

Over 75% of youth and young adults identified as African American/ Black or Hispanic/Latinx.

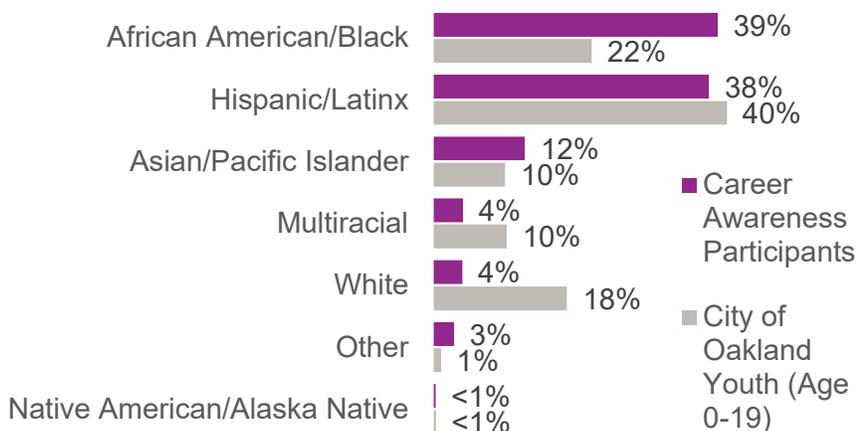


Most participants live in neighborhoods that experience the highest levels of community stress in Oakland.



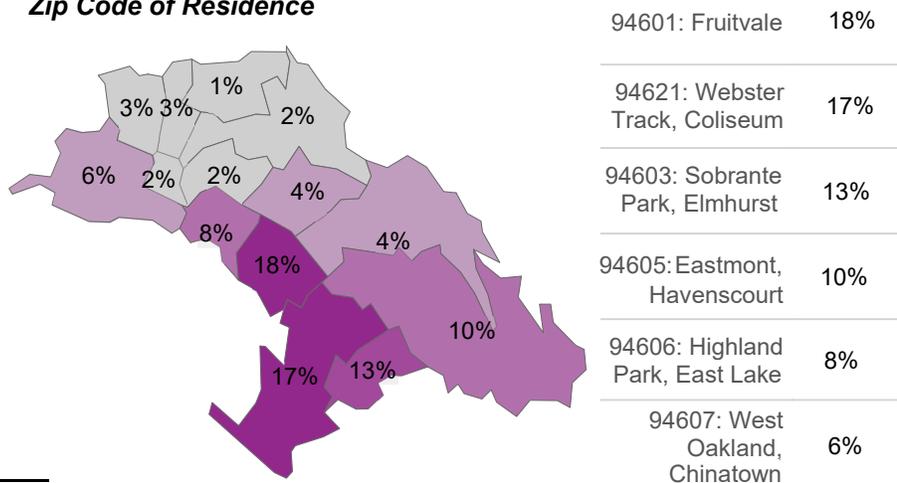
As shown in the graph below, over 75% of participants identified as African American/Black or Hispanic/Latinx, reflecting OFCY’s target population. A comparison to the population of Oakland shows that the city’s African American youth were the mostly likely to be served by career awareness programs.<sup>38</sup>

**Race/Ethnicity of OFCY Youth Participants and Oakland Youth**



As illustrated below, most participants lived in zip codes that experience the highest levels of community stress in the city, including Fruitvale, Webster Track, Sobrante Park, and Eastmont.<sup>39</sup> Among other stressors, these neighborhoods include families that may experience food insecurity, as reflected in particularly high percentages of students who receive free and reduced price lunch.

**Zip Code of Residence**



<sup>38</sup> City of Oakland youth data from American Community Survey (ACS) 2018 5-year Estimate. For OFCY participants, “other” includes Middle Eastern/North African participants, which is not represented in racial/ethnic categories collected by the ACS.

<sup>39</sup> Oakland Stressors Index, Updated June 23, 2020. <https://www.oaklandca.gov/resources/oakland-community-stressors-index>

# Achievements: 176,578 Hours of Service Provided

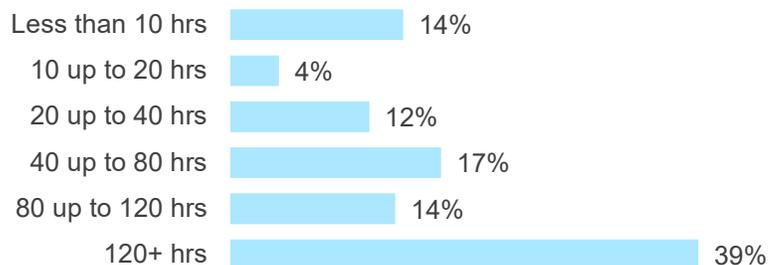
Career Awareness and Employment programs provide relatively high intensity services, with youth age 19 or older engaging in the most hours of services.

Over half of youth engaged in at least 80 hours of programming.



The duration of Career Awareness and Employment programs ranged considerably in length but tended to offer more hours of service than many of OFCY's other strategies. Most (70%) youth participants received 40 or more hours of service in each program they participated in, even though the shelter-in-place order reduced the overall amount of time that youth could participate and also resulted in fewer internship and work experience placements.<sup>40</sup> Close to 10 percent of participants attended two or three Career Awareness programs.

## Hours of Participation

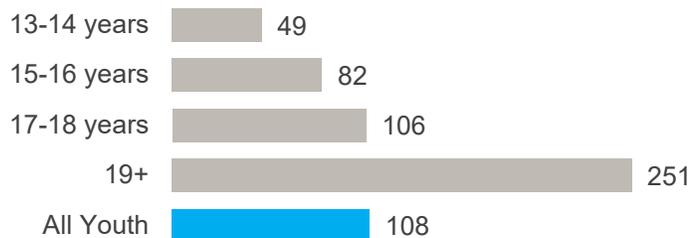


Youth spent an average of 108 hours in programming.



On average, youth spent 108 hours in programming. As shown below, the hours of service that youth participants receive increase as they get older. Youth ages 13-14 had the lowest average hours of participation, while youth age 19 and older had the most. This is in keeping with the strategy focus on older youth transitioning to adulthood.

## Average Hours of Participation by Age



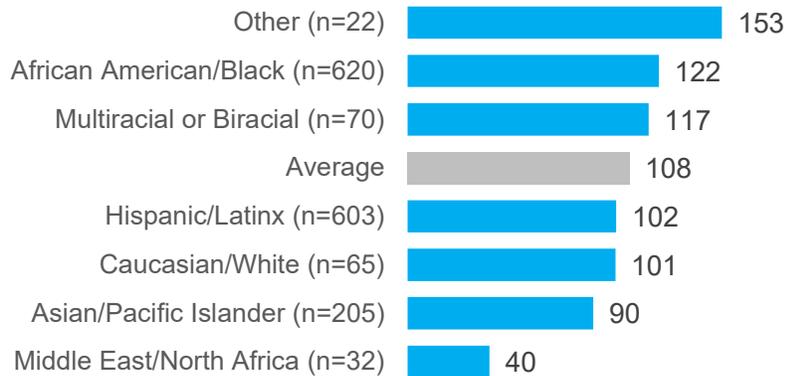
<sup>40</sup> The hours of participation reported are calculated separately for each program. Therefore, if a participant attended two programs, they are represented two times in the graphs.

African American/ Black youth spent more time in programming than the average participant.



The number of hours spent in programming varied somewhat by race/ethnicity. As shown below, African American/ Black youth spent more time in programming than the average participant.<sup>41</sup>

#### Average Hours of Participation



“ [We expose students to the breadth of health careers and expand their understanding of what it means to work in health. That includes medical careers, allied health, behavioral health, and public health ... [Students also learn] how they can get there in tangible ways.

- Staff, Alameda Health Care Systems' Health Career Collaborative

<sup>41</sup> Racial and ethnic groups that include less than five participants are included under “other.”

Three quarters of participants were placed into internships and employment.

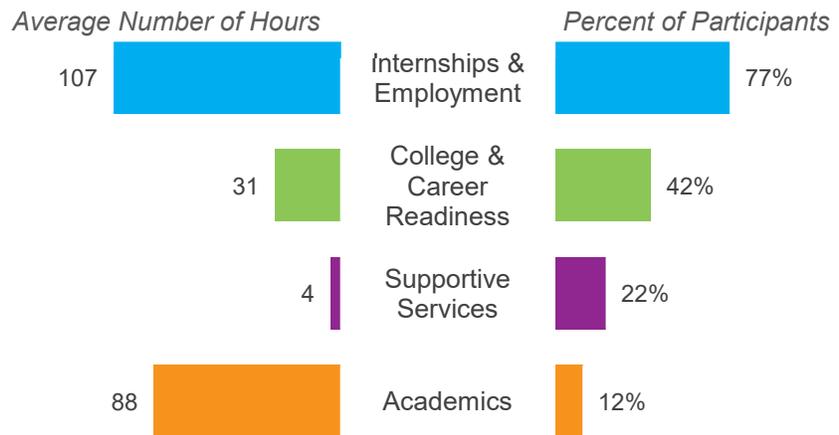


Over 40% of participants received college and career readiness training.



Over three quarters of participants in Career Awareness programs were placed into internships and employment, and participants spent an average of 107 hours in employment and internship placements. Programs also provided college and career readiness and supportive services. Although only 12% of participants received academic support, those that did engaged for, on average, 88 hours.<sup>42</sup>

**Participation and Average Hours by Type of Activity**



**Career Programming During Shelter-in-Place**

After the shelter-in-place order was implemented, programs pivoted to provide virtual programming. Programs which had to cancel internships, work experience, or college visits replaced these opportunities with online work readiness trainings, educational support, and case management. Most programs connected one-on-one with youth participants to provide coaching and mentoring and to assess their access to technology and overall well-being. Programs also hosted panel discussions of professionals to raise awareness of career paths. Several programs modified their curriculum so that it could be delivered in an online or simulated format.

<sup>42</sup> Less than 5% of youth participated in Field Trips (for an average 7 hours), Health Education (average 30 hours), Youth Leadership, Civic Engagement & Community Building (average 6 hours), and Arts, Dance, Music and Culture (average 46 hours).

# Achievements: 1,190 Youth Gained Work Experience

Over three quarters of youth (77%) received work experience through an internship or job placement, giving them hands-on experience, mentors in the community, and, in many cases, a paycheck.

Nearly 1,200 youth and young adults participated in internships and job placements.

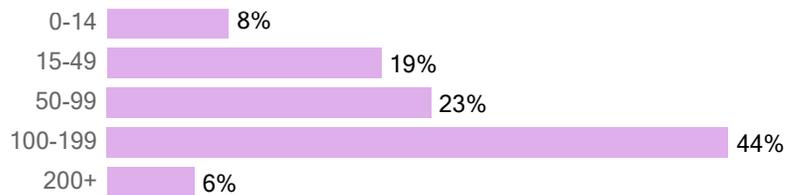


Over 80% of youth and young adults participating in work experienced received a wage.



Internships and work placements increase participants awareness of job and career options and provide an opportunity for youth to develop and put into practice tangible work skills. About 50% of participants who were placed in jobs or internships spent over 100 hours in work settings. In addition to experience, these young people received, on average, over \$1200 for their time and effort.

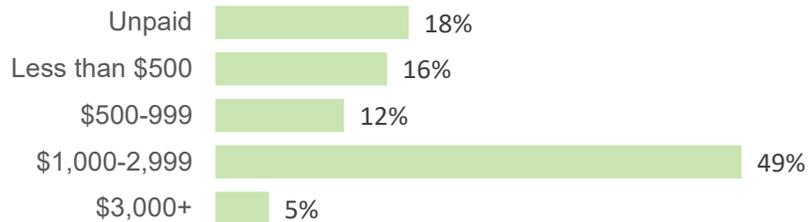
### Hours Spent in Placements



**\$1,453,507** total wages earned

**\$1,221** average wages per participant

### Total Wages in Placements



“ A large majority of our students, they need the stipend we’re offering. Oftentimes their options are to either get a job or an internship experience.

- Staff, Alameda Health Care Systems’ Health Career Collaborative

# Performance and Program Quality

## The shelter-in-place order impacted the ability of programs to meet projected enrollment in FY2019-2020.

OFCY tracks a series of indicators to assess how well grantees in each strategy 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.<sup>43</sup> Program progress on these measures must be considered in the context of the Covid-19 pandemic. Due to the shelter-in-place order, programs shifted to support basic needs and engage youth virtually. Because most stopped providing in-person services in March 2020, this evaluation considers attendance from July 1, 2019 through March 31, 2020. Therefore, programs did not have the full year to meet their annual enrollment targets. For the “Total Hours of Service” and “Average Hours of Service” measures, programs were assessed on their progress toward the hours they anticipated providing through the third quarter.

In addition to these performance measures, the Career Awareness and Employment Support strategy has indicators that are signs of program quality, including the percentage of youth who received work experience and youth perceptions of critical aspects of programming. In FY2019-2020, over three quarters of participants were placed in a job or internship and over 70% spent at least ten hours in a job or internship. Participant perceptions of safety and the presence of caring staff will be assessed in future years when participant survey data is available.

### Performance and Quality Indicators



“ We want students to know that they can do it. There are people like them, that look like them, who have come from similar situations and backgrounds and schools who have done what they are aspiring to do and they can do it [too].

- Staff, Alameda Health Care Systems' Health Career Collaborative

<sup>43</sup> At the start of the year, programs estimate their annual enrollment and the total number of hours of service they will provide for each quarter. Progress is calculated as the actual enrollment divided by the projected enrollment.

## Participant Outcomes

Through interviews with three programs, SPR learned about the diverse activities that support the participant outcomes aligned with this strategy. In future years, we will draw on participant survey data to assess participant progress toward those outcomes.

### Career Goals



**Youth Radio's Media Education** program provides exposure to career pathways in journalism, music production, design and photography and video production. They are exposed to each field for two weeks before picking one track for in-depth exploration. They eventually have an opportunity to produce content for one of Youth Radio's platforms as an intern. At **Alameda Health System's Oakland Health Careers Collaborative**, the HealthPATH program provides hands-on experience in health careers. After an orientation that highlights professionalism, safety, and confidentiality, students shadow medical professionals in three Alameda Health System departments and learn about a range of medical professions.

### Employment/ Interpersonal Skills



At **Alameda Health System's Oakland Health Careers Collaborative**, the CHAMPS program engages high school students over two and a half years. During this time, students rotate through hospital-based internships and attend pre-internship training and ongoing workshops that address professionalism, including topics such as communication with supervisors, public speaking, interviewing skills, professional dress codes, and punctuality. Program staff work individually with youth who would benefit from additional support around professionalism during internship rotations.

### Employment for Opportunity Youth



At **New Door Ventures Employment Program for Oakland Opportunity Youth**, youth overcoming barriers such as poverty, homelessness, and histories in the justice and foster care systems participate in pre-employment training and a paid internship for 12 weeks at a range of businesses. Staff develop an individual work plan for each participant, which includes an employment readiness check list and the creation of a plan for pursuing their career of interest.

“ We want students to know that they can do it. There are people like them, that look like them, who have come from similar situations and backgrounds and schools who have done what they are aspiring to do and they can do it [too].

- Staff, Alameda Health Care Systems' Health Career Collaborative