

SAMPLE: Youth Workforce Readiness



Sample Organization

We believe success starts with giving young people equal access to education and training. That is why we launched Youth Workforce Readiness 2025. Youth Workforce Readiness has two goals: 1) Double the number of youth we serve from 4.3 million to 8 million, 2) Deliver transformational experiences in life and workforce readiness across 4,700 centers. Increasing the quality and scale of workforce readiness programming is a critical component to achieving our goals. These efforts build the foundation of our partnership with Toyota; together establishing a commitment to physical, economic, and social mobility for all.

Location:

Baltimore, MD, USA; Dallas, TX, USA; Atlanta, GA, USA

Content updates:



Impact Receipt® for... Demo Funder

Investment:
\$50,000.00

Report Stage:
Initial

Last Updated:
07 Jul 2020

<p>Portion Funded 1% <i>of total cost</i></p>	<p>Investment Type Significant <i>from options: incremental, significant, or foundational</i></p>	<p>Funder's Claim (funded this portion of outcomes...) 11 improve productivity/professional effectiveness 288,913 dollars (\$USD) in total socio-economic savings 1,990 improve school performance (academic, social, emotional)</p>
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Core Services

Below is the grantee's description of each of the core services or activities this program/initiative uses to achieve its goal.

The program's primary core service or activity:



**The primary and secondary intervention types:**

Capacity Development

Technical Assistance, Professional And Leadership Development

The program's duration and frequency of engagement with beneficiaries:

Program Duration	Engagement Frequency	Engagement Duration
Multiple Months	Eleven or more	30 minutes - 1.5 hours

Additional information about your program's core service, activity or strategy:

To accomplish our Youth Workforce Readiness goals, youth must be equipped with essential skills – the social emotional skills that are transferable across industries and last a lifetime – as well as the resources and opportunities to participate in the modern workforce. Together, work directly with youth centers to make them the best they can be – ensuring great futures for all. In addition to strengthening youth centers, our partnership provides Club teens and alumni valuable opportunities to explore careers in the automotive industry through job shadowing and technical certification programs that build new pathways and pipelines for Toyota.

Beneficiaries

Below is the grantee's description of the people served by this program (on the left) and selected demographic and geographic categories representing these beneficiaries (on the right).

There are more than 4,700 youth centers serving 4.7M youth annually. Our youth centers are located in schools, public housing communities, rural areas, on military installations and on Native lands. 45% of youth center members are female. 55% of youth center members are male. 66% of youth center members are between the ages of 10-15, and 19% are 16+. As we advances our workforce readiness strategy - with partners like Toyota - we expect that will help retain and grow our older teen demographics.

People of Asian descent (3%)

People of African descent (26%)

People of European descent (30%)

People of Latin American descent (23%)





Economically disadvantaged people (61%)




Students (100%)

Impact Model / Theory of Change

Below is the grantee's summary of how this program/initiative generates value, including the criteria for success at each stage and the number of successes achieved (Indicator), where the data come from (Measurement), and, if relevant, how much the current numbers vary from the original forecast before implementation (Variance).

Service type: Workforce Development - Enhance economic vitality through jobs creation, attainment, retention and workforce development

Stage	Indicator	Classification	Variance
 <p>Capacity Developed</p>	<p>1 tools/systems/other infrastructures developed, enhanced</p> <p><i>Description: Number of tools, systems, or infrastructure to improve or expand program implementation.</i></p> <hr/> <p><i>Success Criteria: To better support centers in implementing high quality workforce readiness programming, BGCA is developing a digital Workforce Toolkit. The Toolkit will include a refreshed assessment tool as well as case studies and other best practice resources.</i></p> <hr/> <p><i>Sources/Assumptions: Engagement with the toolkit will be measured by total number of visits, number of unique users, and other user behavior indicators. The toolkit is being developed in 2020 and will launch later this year.</i></p>	 <p>Directly Measured</p> <p>Subjective assessment of capacity development gains self-reported by recipients (based on their own opinion)</p>	<p>n/a</p>
	<p>5 programs or services created, enhanced</p> <p><i>Description: Number of programs or services created, expanded, or improved.</i></p> <hr/> <p><i>Success Criteria: We are rewriting all core curricula to ensure social emotional skills and career exploration are fully integrated across program areas. Intentionally embedded these components into programming will better prepare youth for school and work.</i></p> <hr/> <p><i>Sources/Assumptions: We have the largest privately-held youth data set in the country. Our National Youth Outcomes Initiative (NYOI) is a survey administered to all members. See backup for sample measures from the social emotional module from NYOI.</i></p>	 <p>Directly Measured</p> <p>Subjective assessment of capacity development gains self-reported by recipients (based on their own opinion)</p>	<p>n/a</p>
	<p>43 organizations or collaborations created, expanded</p> <p><i>Description: Number of new organizations created; existing organizations expanded; or partnerships, coalitions, or collaborations created or expanded to leverage existing resources, activities, and capacities to achieve greater results.</i></p> <hr/> <p><i>Success Criteria: 43 local youth centers will receive passthrough funding from Toyota to support workforce readiness programming and local engagement aligned to career exploration and skill development.</i></p> <hr/> <p><i>Sources/Assumptions: Centers that receive funding from Toyota will be asked to report their utilization of workforce readiness programming on our Annual Report Survey, administer the NYOI survey to youth, and complete a final report specific to their grant from Toyota.</i></p>	 <p>Directly Measured</p> <p>Objective assessment of capacity development gains self-reported by recipients (e.g., based on surveys or tests using specific, predefined evaluation criteria)</p>	<p>n/a</p>

Indicator	Classification	Variance
<p>200 influencers activated</p> <p><i>Description: Number of legislators, regulators, employees, community members, civic leaders, organizational members, voters, or other stakeholders recruited or otherwise activated to support defined policies or interests.</i></p> <hr/> <p><i>Success Criteria: In 2020, we launched our Agenda for America's Youth, our advocacy platform. During our National Day of Advocacy and throughout the year, we anticipate conducting 200 meetings on the hill to drive our workforce strategy.</i></p>	<p></p> <p>Guess</p> <p>Guess based on other</p>	<p>n/a</p>
<p>2 program resources developed, enhanced</p> <p><i>Description: Number of curricula, studies, guides, rubrics, instruments, toolkits, campaigns (education, awareness), data repositories, best practice lists, or other resources or initiatives created to help program staff or implementers expand or improve program implementation; to motivate or facilitate collaboration by program partners or stakeholders; or to directly serve beneficiaries in helping to achieve program goals. NOTE: Enter the number of resources developed or enhanced, not the number of times a resource is used or distributed.</i></p> <hr/> <p><i>Success Criteria: Our comprehensive "train-the-trainer" program decentralizes systems to ensure training for the field is both high quality and timely. We also plan to offer certifications for center professionals to ensure centers have staff dedicated to workforce.</i></p> <hr/> <p><i>Sources/Assumptions: The trainings will be offered online and we will be able to track the number of staff who complete the training and receive credentials through the digital platform.</i></p>	<p></p> <p>Directly Measured</p> <p>Other direct measurement of capacity gains</p>	<p>n/a</p>
<p>1 policies created, modified</p> <p><i>Description: Number of policies created, adopted, or modified by organizations (e.g., companies, nonprofits, networks) or governments (e.g., local, state, federal, intergovernmental) to achieve a particular goal through new funding, incentives, standards, rules, supplemental services, or other supports.</i></p> <hr/> <p><i>Success Criteria: The Youth Workforce Readiness Act introduced before the House. This legislation is bicameral, bipartisan and supported by industry partners such as Nat. Assoc. of Manufacturers.</i></p>	<p></p> <p>Guess</p> <p>Guess based on other</p>	<p>n/a</p>



Stage	Indicator	Classification	Variance
 Reached	<p>629,866 people reached</p> <p><i>Description: Number of beneficiaries that participate in, or are directly served by, the program.</i></p> <hr/> <p><i>Success Criteria: Number of teens (13+) served across all 4,700 youth centers.</i></p> <hr/> <p><i>Sources/Assumptions: Teen membership is reported on our Annual Report Survey to youth centers.</i></p>	 Directly Measured Tracked by participant sign-in, attendance lists, or usage logs	n/a
  Learn	<p>247,367 beneficiaries gain capacity, motivation</p> <p><i>Description: Number of beneficiaries that gain the skills, knowledge, access to resources, appreciation, or motivation to improve their individual or family wellbeing.</i></p> <hr/> <p><i>Success Criteria: Youth center staff will have the tools, training and resources to execute high-quality workforce readiness programming.</i></p> <hr/> <p><i>Sources/Assumptions: Learning data will be tracked by utilization rates of our workforce readiness suite of programs, which is self reported on our Annual Report Survey.</i></p>	 Directly Measured Subjective assessment of learning gains self-reported by [intermediaries] (based on their own opinion)	n/a
  Act	<p>104,557 beneficiaries take action</p> <p><i>Description: Number of beneficiaries that take action or change behavior to improve their employment.</i></p> <hr/> <p><i>Success Criteria: Number of youth who are on track to graduate high school on-time, motivated to learn, with a plan to succeed in today's modern workforce.</i></p> <hr/> <p><i>Sources/Assumptions: According to our NYOI survey, 83% of 12th graders have applied to post-secondary education aligned to their career interests.</i></p>	 Directly Measured Anticipated actions or behavior change self-reported by [intermediaries] (i.e., their expectations for the future)	n/a
 Succeed (Social Impact)	<p>1,500 improve productivity/professional effectiveness</p> <p><i>Description: Number of participants that perform their jobs more effectively because of the program (thus becoming more valuable to their employers)</i></p> <hr/> <p><i>Success Criteria: Number of professionals that receive advanced training and become certified "train-the-trainers" capable of training other youth center staff in how to deliver high-quality workforce readiness programming.</i></p> <hr/> <p><i>Sources/Assumptions: Estimate based on actual 2020 targets for "train-the-trainer" program focused on foundational best practices for high-quality youth development.</i></p>	 Estimate (from data) Estimate based on social impact measured by a different but similar program	n/a

Indicator	Classification	Variance
<p>38,400,000 dollars (\$USD) in total socio-economic savings</p> <p><i>Description: Total accrued savings to society or to the service organizations, including direct and ripple effects (as defined).</i></p> <hr/> <p><i>Success Criteria: Every dollar invested in our youth centers returns \$9.60 in current and future earnings and cost savings to their communities - that's \$38.4 million in lifetime savings to youth, families and our society from Toyota's initial \$4M investment alone.</i></p> <hr/> <p><i>Sources/Assumptions: University of Michigan's Institute for Social Research and School of Public Health estimated the ROI of the services youth center provide to youth and families.</i></p>	<p style="text-align: center;">■■■</p> <p style="text-align: center;">Directly Measured</p> <p>Other direct measurement of social impact</p>	<p>n/a</p>
<p>264,542 improve school performance (academic, social, emotional)</p> <p><i>Description: Number of students that improve school performance (e.g., attendance, class participation, homework completion, or that scored proficient on state mathematics assessments)</i></p> <hr/> <p><i>Success Criteria: Number of youth center teens reporting optimal essential "soft" skills in demand by employers (such as leadership, teamwork, conflict resolution, etc.)</i></p> <hr/> <p><i>Sources/Assumptions: According to NYOI data, approx. 42% of youth center teens (13+) report optimal levels of leadership, teamwork, and conflict resolution.</i></p>	<p style="text-align: center;">■■■</p> <p style="text-align: center;">Directly Measured</p> <p>Subjective assessment of social impact self-reported by [beneficiaries] (based on their own opinion)</p>	<p>n/a</p>

Budget

Expenses	Current Forecast	Variance	Notes (contents of line item)
Direct Cash	\$5,050,960.00		Line items generally include and are not limited to Toyota's allocations: Updating and digitizing core workforce curricula Integrating social emotional development (SED) into core curricula Development of workforce capacity-building resources (training, toolkits, etc.) Development of career exploration field trip guide
Direct In-Kind			
In-Direct Cash	\$1,594,640.00		Personnel Partnership marketing support Staff travel Bulk mailing of hard copy programs
In-Direct In-Kind			
Total Program Cost	\$6,645,600.00		