

Engaging Employers to Support Career Exploration

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CEO Council and Peoria Area Chamber of
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Solutions, Greater Peoria EDC



Regional Workforce Alliance: Priority Essential Skills



Over **85 Community Members** from the region including individuals from local businesses, labor unions, nonprofit organizations, and educational partners

your
SMART CHOICE



EQUITY FIRST: BUILDING TOWARD A BETTER FUTURE AND REVITALIZING LEARNING



RWA: GPEAK Essential Skills Certification



your SMART CHOICE



Collective Impact Approach

WHAT

An Alliance of regional business, educational, community-based organization and economic development leaders dedicated to aligning efforts through community-based collaborations that increase the number of credentialed adults, grow the workforce, address workforce gaps, and expand regional economic vitality.

WHY

In 2017, CEO Council Business Retention Visits and survey responses, employers cited the ability to find qualified employees and the lack of essential skills in workforce as their biggest challenges.

your
SMART CHOICE



Regional Workforce Alliance



GOAL: Create the regional workforce required to stabilize and grow our economy by systemically connecting employers, educators, community-based organizations with high school graduates, the under-credentialed and adults with multiple barriers to ensure 60% of our population has the required certifications to obtain gainful employment.

your
SMART CHOICE



EQUITY FIRST: BUILDING TOWARD A BETTER FUTURE AND REVITALIZING LEARNING

Alliance Coordinating Committee

Emerging Workforce Committee

- Implementing PaCE frameworks
- Essential skills.
- CareerSpark.
- High school regional internship models.
- Pathways Endorsement offerings
- Establish regional data collections, reporting, sharing infrastructure.

Upskilling Committee

- Credentialing programs aligned with workforce gaps.
- Recruit, credential & place adults into FT workforce gap career paying at least 30% over living wage.
- Increase the %of completers in the region.
- Drive regional business mindset to invest in a pipeline creation strategy in high demand sectors.
- Build sustainable financial models

Multiple Barrier Committee

- Establish cross-sector pathways responsive to an individual's unique needs over time.
- Implement shared intake, assessment, support, & outcome tracking system.
- Support individuals in achieving milestones.
- Support employers/industry partners in adopting inclusive supportive employment policies.

your
SMART CHOICE



Regional Workforce Alliance Projects:

- **CareerSpark** – day long middle school career fair integrated learning
- **GPEAK** – Regional open access essential skills system
- **Big Table** – Biannual event for community wide input on workforce and equity issues
- **Talent Pipeline Management**
- **Sparked Corporate Workforce Investment**
 - WEI – CAT Foundation, Gilmore Foundation CEFCU – total just under \$1 million
 - CareerSpark - \$60k Annual Corporate Investors
 - CEO Council - \$40k in GPEAK, and \$50k in Workforce Sustainability Center

your
SMART CHOICE



RWA Spotlight Project:



Purpose

Classroom- and event-based learning to introduce eighth-grade students to the working world.

- Primary Purposes:
 - Reduce barriers to career exploration
 - Demonstrate measurable outcomes on graduation and postsecondary attainment rates
- Secondary Purposes:
 - Connect employers with upcoming talent
 - Bring students from region together





EQUITY FIRST: BUILDING TOWARD A BETTER FUTURE AND REVITALIZING LEARNING

Content

Key topics of the program include:

- Networking
- Career clusters
- Career mapping
- Job hunting
- Job skills



Participants

4,571
8th
Graders

71
Schools



5,280
High
Schoolers

15
Schools

Outcomes

In order to assess the effectiveness of the CareerSpark/JA Inspire program, an evaluation by a third party research firm was conducted with six key objectives in mind.



Measure the program's impact on students' behaviors



Understand the students' career interests



Measure the program's impact on students' knowledge



Assess the students' perceptions around the program's value and application to their real life



Assess perceptions of students, educators, and volunteers surrounding program highlights, impact, effectiveness, and willingness to participate in future events



Identify opportunities for program improvement

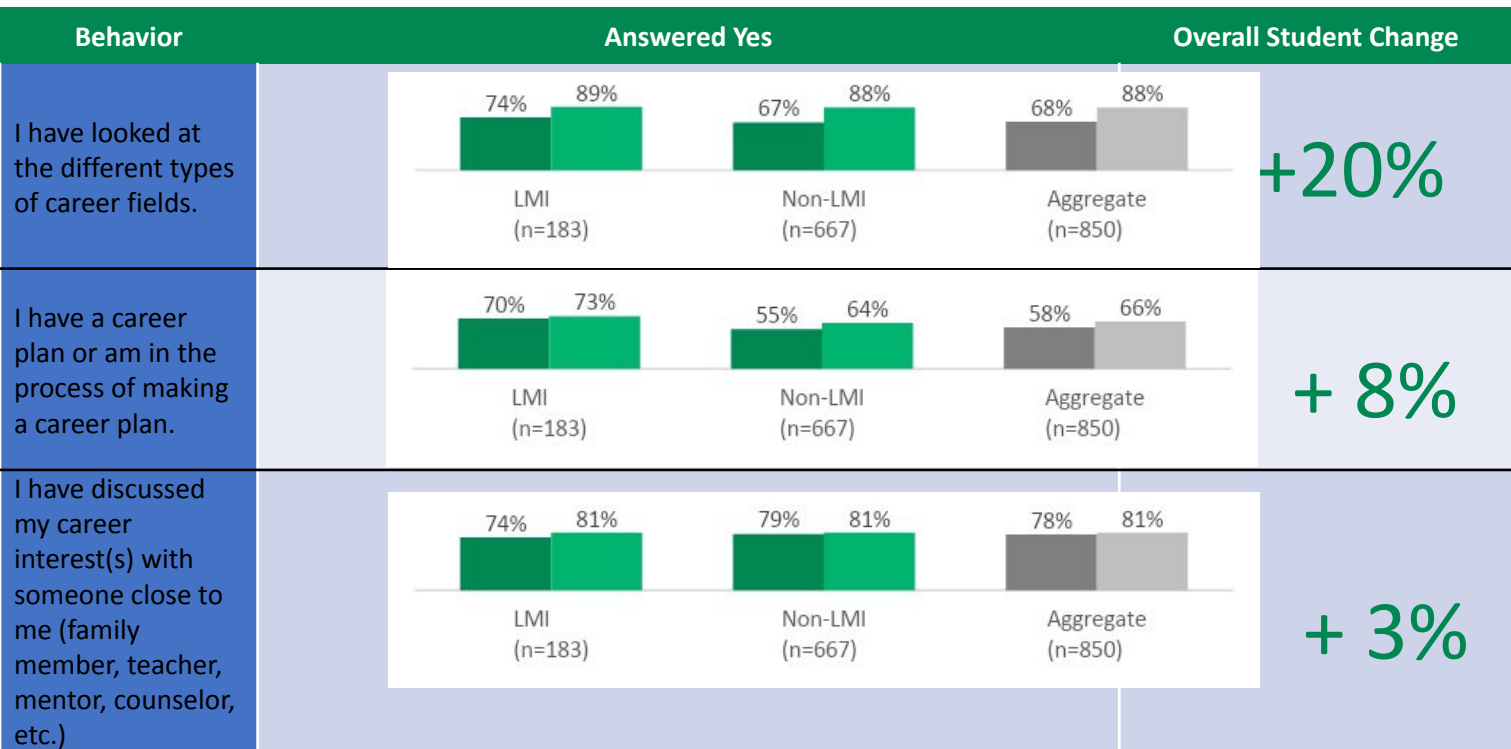


Outcomes: Impact on Student Behavior

Key Behavioral Indicators

(n=850)

■ Average Pre-Program Score ■ Average Post-Program Score



After participation in CareerSpark/JA Inspire all student groups reported an increase of looking at different career fields, having a career plan, and discussing their career interests.

Outcomes: Career Interests

Students Considering New Careers (n=850)

LMI (n=183)	Non-LMI (n=667)	Aggregate (n=850)
58%	49%	51%



Outcomes: Impact on Student Knowledge

Understanding of Key Career Concepts

Key Concepts	Before	After	Change
Career Plan – Overall	77%	78%	+1%
LMI (n=183)	64%	68%	+4%
Non-LMI (n=667)	80%	81%	+1%
Interview Questions – Overall	69%	78%	+9%
LMI (n=183)	57%	68%	+11%
Non-LMI (n=667)	72%	81%	+9%
Networking – Overall	64%	71%	+7%
LMI (n=183)	52%	62%	+10%
Non-LMI (n=667)	67%	74%	+7%

Student knowledge increased across every key career concept covered in the JA Inspire program, despite relatively high marks from the pre-program test.



Indicates statistical significance



Outcomes: Perception of Program Impact and Effectiveness



(n=67)

91%

of volunteers feel the program increased student understanding of skills and abilities they need to reach their career goals

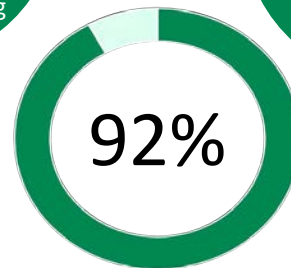
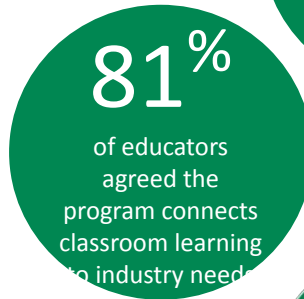
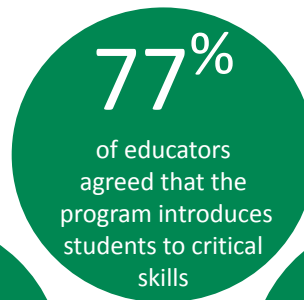


(n=80)

95%

of educators feel the program will help students develop a career plan that matches their interests and talents

Scale: 5-point, from Strongly Disagree to Strongly Agree. Percentages indicate Agree or Strongly Agree

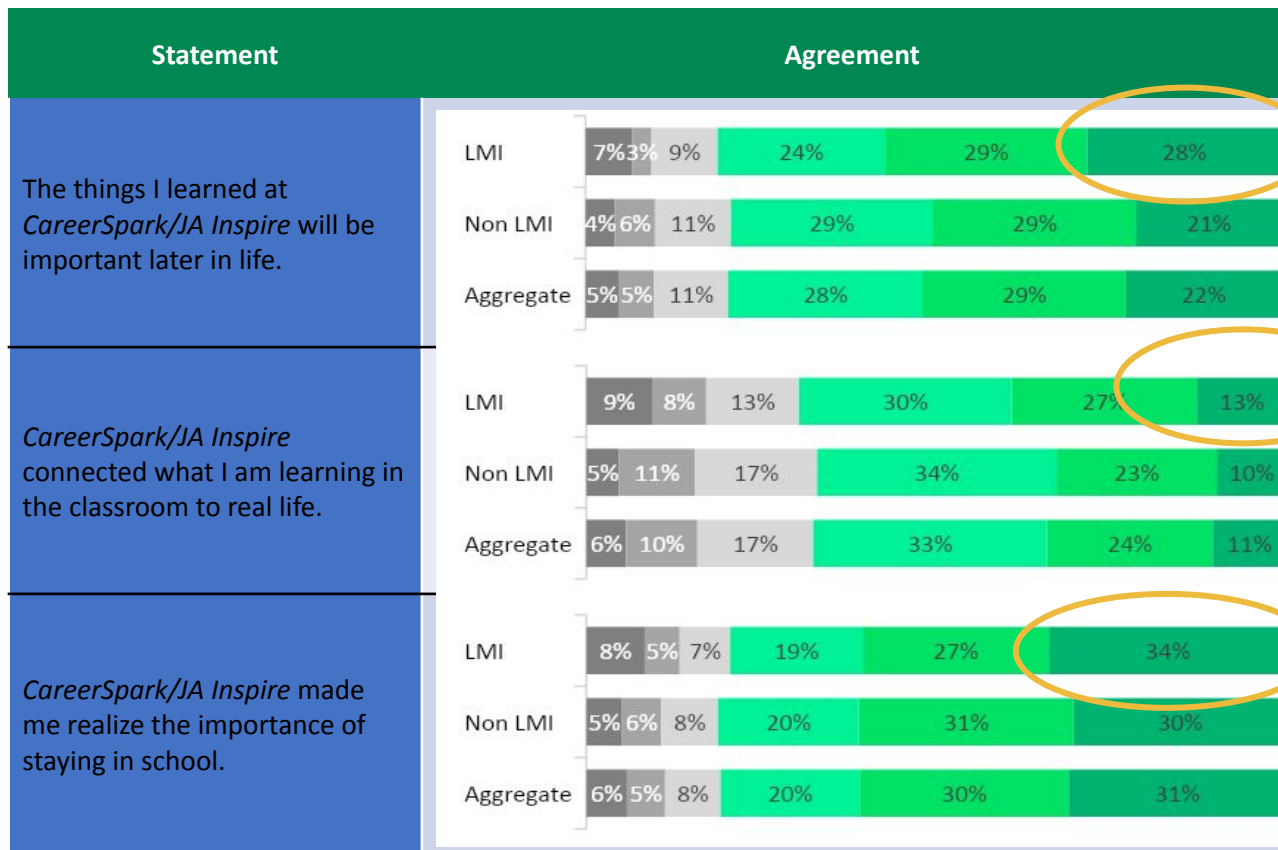


Educator and Volunteer Willingness to Participate in Future JA CareerSpark Events



Outcomes: Real-Life Perceptions

Student Agreement of Program Value
(LMI n=183, Non-LMI n=667, Aggregate n=850)



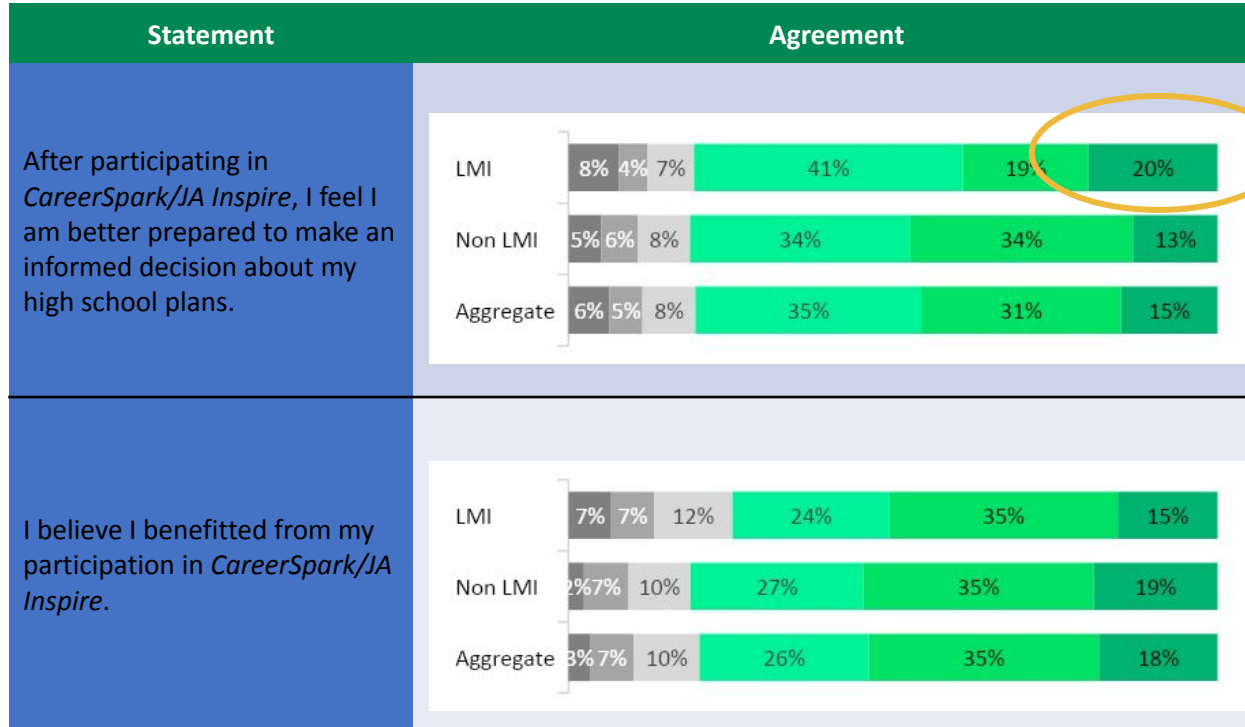
Students from each segment saw value in the CareerSpark/JA Inspire program for making future decisions.

Strongly Disagree
 Disagree
 Somewhat Disagree
 Somewhat Agree
 Agree
 Strongly Agree

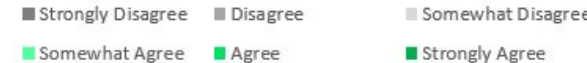


Outcomes: Real-Life Perceptions

Student Agreement of Program Value (LMI n=183, Non-LMI n=667, Aggregate n=850)



Overall, the JA Inspire program benefited the students, and they felt more prepared to make future career decisions after participating in CareerSpark.



Adjustments Needed Along the Way...

- Digital conferencing platform in response to COVID-19
- Printed booklets to reduce impact of digital divide
- ADA Compliance Measures
 - E.g. alt text, closed captioning, “select” rather than “click”, colors that are visible



What Has Made CareerSpark Successful?



- Aligns with PACE framework - provides a tangible solution
- Implemented in partnership with schools and employers
 - Responsive to needs and user experience (pre and post surveys for all parties)
- Unified messaging across regional partners
- Substantive: JA curriculum, pre and post survey, experience tied to classroom learning (PACE)

Future Initiatives



Contact Us

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Engaging Employers to Support **Student Career Exploration**

Neil Gambow – Chair, Mayor’s Employer Advisory Council (MEAC)
Tana Francellno – Career Partnership Manager

March 1, 2022

MEAC – Bridge to the Community

- **Launched June 14, 2018 – Bring Evanston Township High School (ETHS) and Local Employers into closer cooperation to support local careers that do not require college. NOW MUCH MORE THAN THAT!**
- **All Volunteer Council – 137 Roster Members**
- **Stakeholder Networking Organization**
 - **52 Employers - continuing to grow roster, energized and committed.**
 - **D65, D202, Beacon Academy, Oakton Community College**
 - **Evanston Cradle to Career**
 - **City of Evanston - Youth & Young Adult Division, Workforce Development Coordinator**
 - **Local non-profit workforce development organizations**
 - **Evanston WE program**
- **Supporting Career Experience Initiative at D65 Middle Schools**
- **60 by 25 Statewide Organization focused on Work-Based Learning (WBL)**

Engaging Local Evanston Employers

- **MEAC looks at employer engagement through the employer lens.**
- **Employers recognize the value of career exploration but they are:**
 - **Busy running their companies**
 - **Having a tough time finding good people**
- **Not necessarily tuned in to how to recruit and retain new high school graduates**
- **Looking for programs they can relate to that connect them with high school students**
- **Place them on the MEAC roster**
- **Make it as easy as possible to engage!**

Evanston Township High School

2022

IKIT Spring Job Shadow & Summer Internship

We are searching for 25-30 dedicated ETHS Wildkits to be placed in multiple local businesses to explore various Career Pathways!



Age 16+
Paid \$15/Hour
Must be available during
Spring Break and Summer 2022

Apply now!
tinyurl.com/ETHSIKITAPPLICATION

Questions?

Email Mrs. Vázquez vazquezm@eths202.org
Ms. Francellno francellnot@eths202.org



iKit Paid Summer Internship Program

- **Third Year for Program**
- **Class of 2021 Results**
 - **15 Participants**
 - 2 Employer paid (NorthShore Health System)
 - 2 Funded by ETHS foundation – Evanston Rebuilding Warehouse (Trades)
 - 11 funded by City of Evanston
- **5 permanent placements**
 - 2 - NorthShore Health Systems – Labs
 - 1 - Aramark – Patient Transport/Oakton Community College
 - 1 – Evanston Lumber
 - 1 - S&C Electric (Manufacturing)
- **ETHS Class of 2022 Students Eligible (Seniors)**

2022 iKit Paid Summer Internship Program

- **Length of program – 10 weeks**
 - \$15/hr
 - 25 Hours per week
- **Goal – 40 Students with 50% permanent placement after completion of internship**
- **Employer Paid**
 - Interns placed on employer payroll
 - Hiring requirements are per employer handbook
- **Subsidized**
 - Placed on City of Evanston payroll system through Mayor's Summer Youth Employment Program (MSYEP)
 - All insurance covered by City of Evanston
 - No cost to employer sponsor
- **Multiple Pathways - Manufacturing, Health Care, Agriculture, Business, Finance, Etc.**

2022 iKit Summer Internship Timeline

Action	Responsibility	Timeline	Status
Host Employer Recruitment	MEAC, The City, Evanston C of C	Now - April 1	
Session 1 Training	Introduction to iKit	8-Apr	
Session 2 Training	Host Employer Preparation and Participation	15-Apr	
Session 3 Training	Onboarding Your Intern	22-Apr	
Host Employer Documents Due	Host Employer	April 22	
Student Applications Accepted	ETHS	Feb 1 - April 4	
First Interview	ETHS, MEAC	April 11-21	
Student Assignment	ETHS, MEAC	April 22 - May 2	
Second Interview	Host Employer and MEAC	April 22 - May 2	
Offer Letter Delivered to Intern	Host Employer	May 17-23	
Job Readiness Training	ETHS, City of Evanston	May 16 - 31	
Internship Starts	Host Employer and Partners	June 13	
Interim Report	Host Employer and Partners	Week of July 18	
End of Internship	Host Employer and Partners	26-Aug	
Final Employer and Intern Report	Host Employer and Partners	Sep 6-11	
iKIT wrap up meeting	Host Employer and Partners	Week of Sept 12	

2022 iKit Paid Summer Internship Program

- **Host Employer Training – 3 Sessions (30-45 minutes each)**
 - **Session 1 – iKit Summer Internship Program Details**
 - **Session 2 – Host Employer Preparation for iKit Summer Internship Program**
 - **Session 3 – Host Employer Preparation for iKit Summer Internship Program, Onboarding Your Intern -**
- **Tools for Host Employer Success**
 - **Host Employer Checklist**
 - **Host Employer Placement Letter**

Expectations – Host Employer

- Due by April 22
 - Provide clear internship job description (no more than one page)
 - Name one point of contact at the company for intern
 - Provide documented “First Day” schedule
 - Complete Host Employer Checklist and return to Tana
- Provide formal offer letter (Professional Development for Intern)
- Maintain close communication with program managers throughout internship.
- Agree to hire the intern:
 - Good job performance
 - Has an opening

Host Employer Checklist

Host Employer Pre-Employment Requirements for Intern

Host Employer: _____

Check if "YES"

Date: _____



- Drivers License
- Background Check
- State ID (Drivers license will fulfill this requirement)
- Fingerprinting
- HIPPA training (Health Care Only)
- Vaccinations Required
 - _____
 - _____
 - _____
 - _____
- Personal car
- Work Attire Requirements
 - Steel-toed work boots,
 - no shorts, no tee shirts, etc.
 - Other _____
- YJC Training for Job Readiness
- Forms to be Completed by Intern Before First Day (List)
 - _____
 - _____
 - _____
 - _____
- Other Requirements
 - _____
 - _____

Host Employer Placement Letter

Template - Participant Placement Letter for Career Development Experience

[Date]

Dear _____

We are excited to inform you that you have been accepted to participate in a Career Development Experience! Your placement will be with [Host name] and will begin on [start date]. Your [Managing Organization] point of contact will be [name of Managing Organization staff member]. Please see below for additional details on your Career Development Experience:

As a Participant in a Career Development Experience, you will:

- Engage in authentic, hands-on tasks related to your career interest area
- Receive one-on-one mentorship and guidance from industry experts
- Discover the various pathways and requirements for employment in your career interest area
- Determine whether your career interest area is a good fit for you
- Develop a network of professionals and industry experts to access future opportunities

Host Information *(Note: providing the information from the Host Profile is helpful for Participants to receive a more detailed view of the types of tasks and environment they will be engaged at)*

- Host name
- Host address
- Name of Host Supervisor and contact information
- Website

Schedule

- Start date
- Weekly schedule and number of hours per week
- Calendar of events

Congratulations and we look forward to working with you!

Should you have any questions regarding your Career Development Experience, please contact your [Managing Organization] point of contact at [provide their information here].

Sincerely,

[Managing Organization]

Student Application Preparation

Intern must:

- **Apply to the iKit and WE Programs**
- **Indicate that they do not plan to attend 4-yr college immediately after graduation**
- **Identify their career pathway interest**
- **Attend job readiness training**

Intern Job Readiness Checklist		Date Completed
Intern Name:		
Resume Preparation		
First Impressions Introductions and greetings		
30-second elevator pitch		
Background knowledge of the Host		
Appropriate Attire for Work Environment		
General dos and don'ts of clothing for interview		
Resources for professional and work environment wear		
Reliability and Accountability Timeliness		
Communicating when late or absent Following through		
Professional Communication		
Writing an email		
Asking for help/clarification Customer service skills		
Teamwork and Conflict Resolution		
Building on the strengths of others		
Being a productive team member		
How to manage issues and frustrations		

iKit Spring Break Job Shadow Program

- **New for 2022**
- **March 21-25**
- **Open to Sophomores, Juniors and Seniors**
- **Goal – 20 Students**
 - 20 hours
 - Student paid a \$300 stipend
- **Funded by the ETHS Foundation**
- **Many Pathways**

ASPIRE Evanston Healthcare Community Workforce Development Program

Illinois 60 by 25

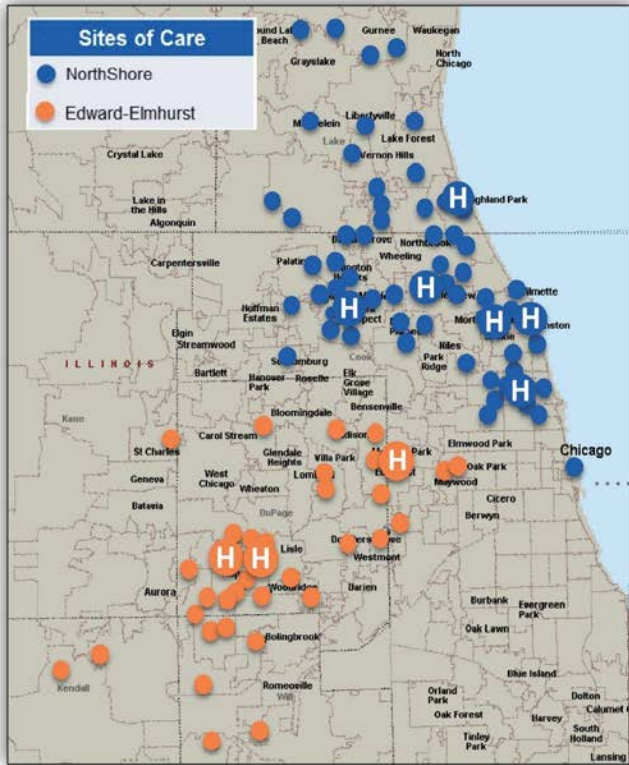
March 1, 2022



Who am I?



Samir Desai
Vice President, Talent Management
NorthShore Edward-Elmhurst



COMBINED SYSTEMS



OPPORTUNITY TO
CREATE A **REGIONAL**
COMMUNITY-BASED
SYSTEM

SERVICE AREA
POPULATION 4.2M
(one-third of IL population)

- ▶ **+300** Sites of Care
- ▶ **9** Hospitals
- ▶ **Adjacent** geographies
- ▶ Serving **+1 million** patients,
>25% of service area

Vibrant, Community-Connected Care

COMMUNITY CONNECTIONS

- ▶ Investing in our communities
- ▶ Closing health equity gaps
- ▶ Assuring convenient access

EXPERT CARE CLOSE TO HOME

- ▶ Regional centers of care
- ▶ Exemplary patient experiences
- ▶ Innovative solutions

THE VALUE OF PEOPLE

- ▶ Best place to work
- ▶ Best place to learn
- ▶ Best place to practice
- ▶ Best place to receive care

Our Commitment

Diversity, equity and inclusion is at the core of who we are, being there for our patients and each other with compassion, respect and empathy.

We believe that our strength resides in our differences and in connecting our best to provide community-connected healthcare for all.

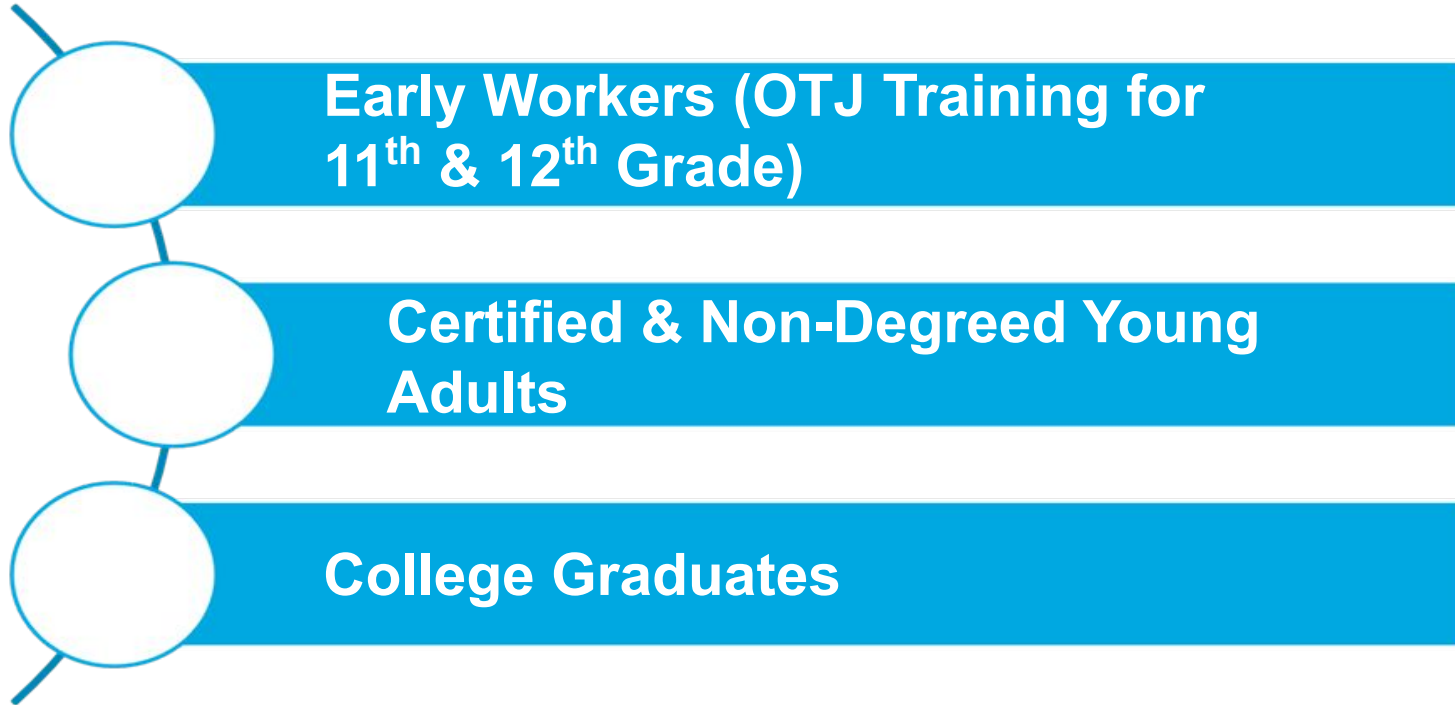
Inclusion
Opportunity
Health Equity



Career Opportunities in Healthcare is greater than just Healthcare

Angio Technologist * Athletic Trainer * Cardiac Sonographer * Cytologist * Dental Hygienist * Exercise Physiologist * Histologist * Human Resource Specialist * Medical Lab Scientist * Medical Lab Technologist * Occupational Therapist * Pathology Assistant * Practice Manager * Prior Authorization Representative * Registered Pharmacist * Recreational Therapist * Rehabilitation Therapist * Revenue Cycle Analyst * Respiratory Therapist * Speech Therapist * Staff Nurse * Food Service Manager * Marketing Specialist * Staff Accountant * Exercise Physiologist * Social Worker * Application Analyst * End User Computer Analyst * Environmental Services Manager * Public Safety Manager * Cooks * Accounts Payable Support Assistant * Human Resource Coordinator * Patient Care Technician * Pharmacy Technician * Phlebotomist * Surgical Technician * Lab Technician* PC Support Technician * Logistical Support Representative * Public Safety Officer * iKit & WE Lab Intern * Pharmacy Intern * Rehabilitation Aide * SIM Lab Intern * Staff Support Technician * EPIC Analyst Intern * Accounts Payable Intern * Concierge * Driver ...

Multiple entry points to Healthcare jobs

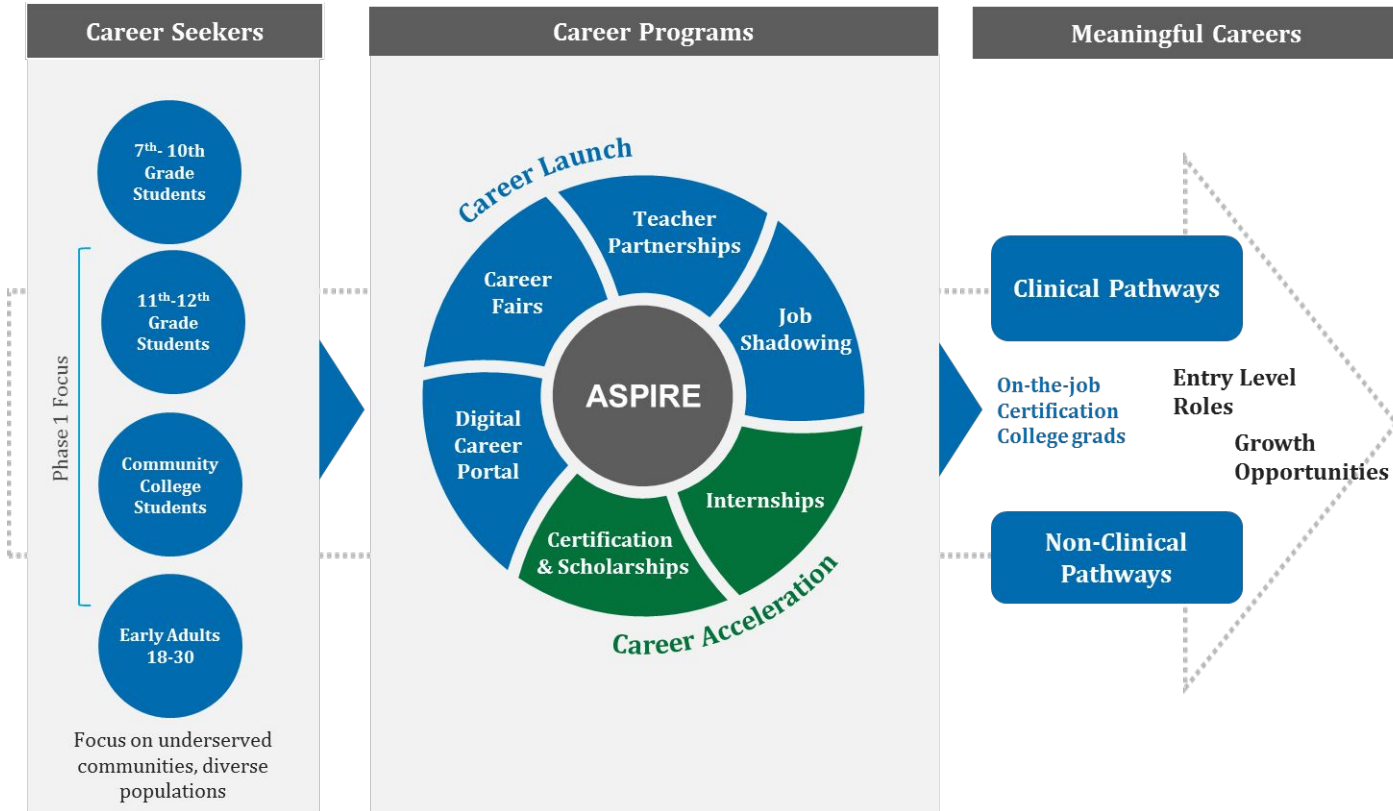


Creating pathways for the youth of today, for healthcare careers of tomorrow – through partnership and collaboration



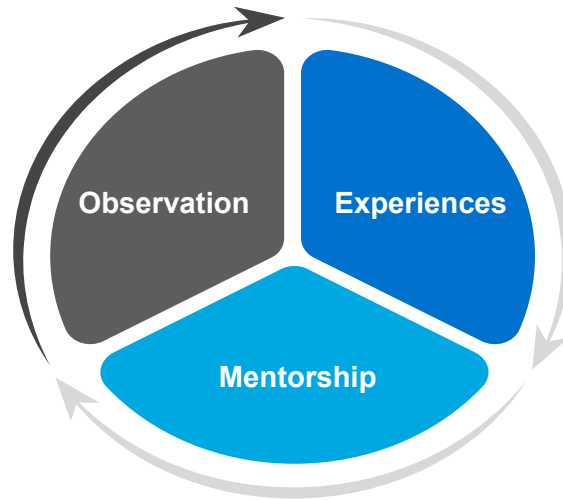
ASPIRE

A Holistic Vision and Framework for Community



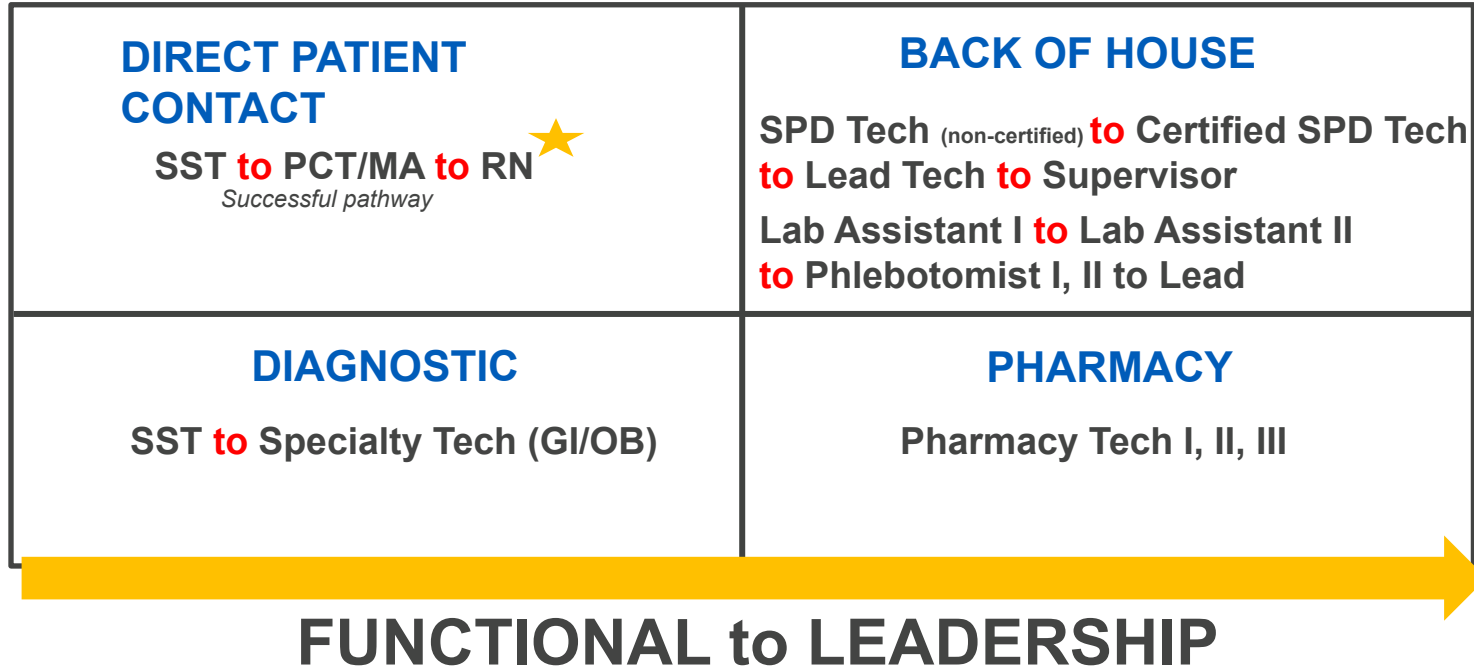
Growth Oriented Internship Program

Internship is about experience, and it's more than that. Our framework is built around three areas:



Internship departments prioritized based on pathways that lead to employment, certification, or degree program

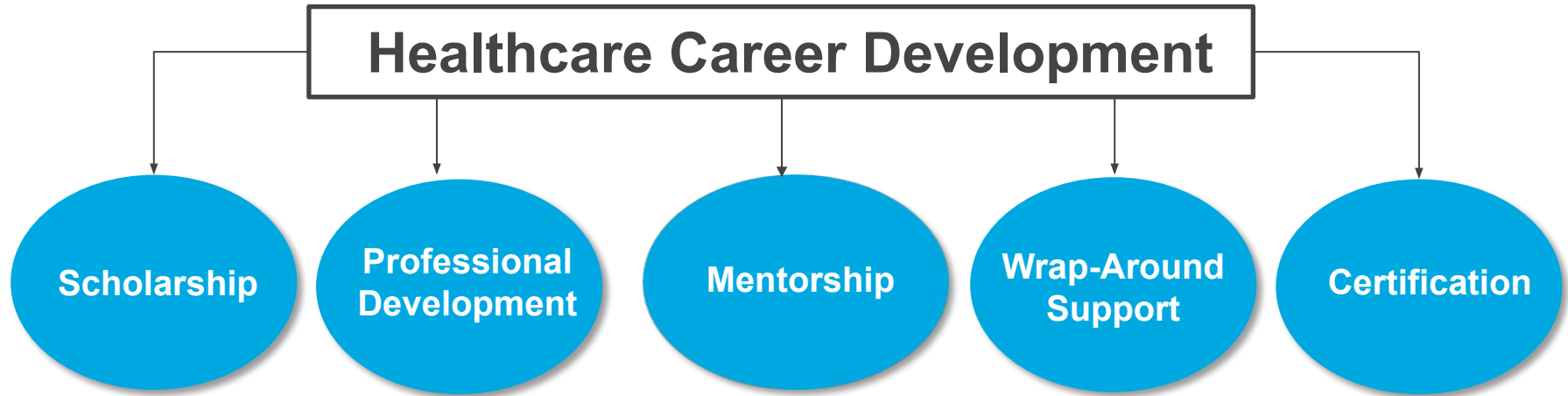
Pathways from a Job to a Career



Certifications to Accelerate Pathways

Title	Certification & Training	Required Time	Costs
Patient Care Technician	Certified Nursing Assistant	130 Hours	<ul style="list-style-type: none"> International Career Institute - \$940
Pharmacy Technician	Pharmacy Technician Certification	7-9 Credit Hours	<ul style="list-style-type: none"> Oakton College - \$136.25 per hour
Phlebotomist	Phlebotomy Certification	190 Hours	<ul style="list-style-type: none"> International Career Institute - \$1,890
Surgical Technician	Surgical Technology, AAS Degree	69 Semester Credit Hours	<ul style="list-style-type: none"> Malcolm X - \$2,429

Supporting Healthcare Career Pathways



Workforce Development Making A Real Impact

