Transcript: Partnerships: Creative Strategies for Recruitment and Community Outreach

# Webinar Summary

This webinar entitled, “Creative Strategies for Recruitment and Community Outreach” took place on November 19, 2015. The webinar covered strategies on how connect with the community and tell the story of your Youth CareerConnect program.

# Introduction

ANGELLA BROWN>>> Welcome, everyone. Good afternoon. This is Angella Brown, project lead with the Youth CareerConnect program. Thank you for joining us on today's technical assistance webinar, Creative Strategies for Recruitment and Community Outreach.” We are going to get started. If you have not done so, please, on the right hand of your screen, there is a polling question. If you can answer, that will help us be more interactive and get some feedback from the participants. Please take a few moments to answer that. And, we will get started. I will turn it over to Maisha Meminger.

MAISHA MEMINGER>> Thank you Angella. I just wanted to say I will be -- she did a great introduction. We will be talking about engaging our community and getting them on board and telling folks about our program. And getting strategies for that. I will be moderating or making sure that if you have any questions, please put them into a chat area so that we can capture those. Also, please remember, going to say this two or three times. After the webinar, it's very important that we ask everybody to take our survey to make sure that you learned something, that it was done well, any future suggestions. We are always looking to hear from you on things that we can do for you to help the program along. And without further ado, I am going to invite Julie Baumgardner to start us off. And to share with the strategies -- and to share strategies. So Julie, you can take it away.

# Presentation by Julie Baumgardner

JULIE BAUMGARDNER>> I actually came out of corporate America into the nonprofit world 18 years ago. And, I have been working at First Things First initially as the associate director and now as the CCO/CEO. We are a nonprofit dedicated to strengthening families. We work in our area high schools to teach healthy dating, to young people along with a whole host of other things. I came to this with no marketing background. No outreach, or community engagement. That's not my background. I’m not a counselor by training. I say that as I head into this, when we talk about outreach, if you have never had any experience, and you are basically focused on being an educator or being someone who administers a program, that's cool. I think you'll find things that I will talk about that will be helpful. That I have learned over the 18 years I have been doing this. We have designed this to be interactive. There will be some times when we have questions on the right side of your screen. We will ask you to engage in conversations with us. So you know, our goals for this are to get creative strategies for recruitment to talk about how to reach out and tell a story, and how to leverage your relationships to accomplish your goals. And talking about what we're trying to accomplish, I think we're all the same page. We want more students to graduate from high school prepared to enter college or the workforce. I know your last month webinar was on employer engagement. Today, what we are talking about dovetails nicely into that. There will be things that I talk about the may have been talked about last time. They had just scratched the surface. I may cover it in a bit more detail. The overarching goal, is to create an initial test and initiative where your community, in addition to you, takes ownership of this initiative so that is sustainability. Four years goes by really fast. The reality is you blink and you will be at your number four. And the question is how you all you sustain. That's such a important piece. We will be talking about collaboration, creating momentum and excitement around what you are doing.

## The Art of Storytelling

JULIE BAUMGARDNER>> I think the first thing we need to look at is the art of storytelling and creating awareness. I'm sure, if you are like me, you feel like you talk about this, you live, eat, breathe, Youth CareerConnect. And in your community, you would feel like how is it that people have no clue this is going on, yet there are lots of people who have no clue. In order to effectively recruit and have outreach, you've got to create awareness around what is happening with your initiative. People need understanding about what Youth CareerConnect is and what it is not. I can tell you from experience, we will often ask people if they know about First Things First. And they ask questions and we ask what they know, and they say that they know you do something that has to do with families. In reality, they really don't know what they do. That's quite possibly the case for you all in your communities. People may have heard of this but they have no idea what you really do. The goal is to create awareness, to bring understanding, to what it is you're trying to accomplish. And then to give opportunity. What is it that you want them to do? We are asking you two questions. The first one is, do you have someone who is responsible for recruitment and outreach? And his second question was what’s the most creative thing you have done to date to create awareness. So, can we open the lines so people can talk for just a moment? And if someone has something that you think is particularly creative, would you be willing to share?

Okay Angella, if you want to do that. For folks who want to participate please do that. Angella can give us instructions on how to unmute our phones or the computer. What would you like them to do?

ANGELLA BROWN>> If you want to share something, send a chat or if there is a way to unmute your line, I'm not sure if you can, but you can do a chat. Looks like 56 percent of those that answered said yes, they do have a person responsible for recruitment. And 44 percent said no. So about half and half of those that answered. Again, here’s a shot if you want to share -- send a chat if you want to share something.

ANGELLA BROWN>>From the chat box, “We have presented at church meetings, Rotary meetings, anyplace that would take us! We created a form that we take with us. They can choose the ways that they would like to play with us or help us out. And others have gone to the community and talked to employers”.

JULIE BAUMGARDNER>>That sounds good.

ANGELLA BROWN>> And Jim Lynch said that we have developed a fab lab as part of the grant and created a series of open houses and Saturday workshops.

JULIE BAUMGARDNER>> Great. Wonderful. That's terrific.

I think one of the things that would be very helpful, I know we all get running in [Indiscernible] really fast, and we forget that there are other people out there that are doing the same things and we often set out like there's nothing to draw from. We've all got creative ideas so sharing and not reinventing the wheel is helpful. So we will try and take it and send it out at the end of the webinar. So, we will keep going. The art of storytelling, I want to talk about this. It is really important that if someone walks up to you in an elevator and says, “what exactly is Youth CareerConnect,” in 30 seconds or less that you could very concisely answer who you are, what you do and what is the benefit to the community. And one of the things that we want to know from you is can you describe what you are specifically doing in your community in three sentences or less? When you are reaching out to people, I'm constantly asking myself, and our team for the work that we do here, I am passionate, I'm very passionate about the work I do. I love it, spending a lot of time thinking about it. But the reality is not everybody is passionate about this. So the question for me, as if I didn't work here and I wasn't doing this work, would I be paying attention to what's happening with First Things First? And I think that's an important thing to ask yourself and your team. If you didn't work there and you weren’t required to be doing this, would you come to some of the things you are offering? Would you be interested in the information you are putting out? Are we just adding more to the clutter that's already out there in people's lives? We need to ask what this is, why it is a good thing for your community. Why should people engage with you? There are 1,000,001 things that people can engage with so why you? Have we talked about the differences in earnings for a dropout person versus a graduate? Many of you have done that, I'm telling you it's amazing. I assume that people know there is a significant difference. But often when I present and I have a conversation, people are amazed. They know there's a difference, they don't know how big.

And then actually telling people what I need you to do to help recruit, mentor, be a part of apprenticeships, come to table with the company and do things. And what is the potential economic impact. If we get this right, in our community, if we increase the number of kids who graduate, if we increase the number of kids who when they graduate they don't want to go to college but they are ready to work, we increase the ready to work workforce, what are the potential impacts? Being able to put numbers next to that. How does this help prevent poverty? What is happening with generational poverty in your community, and how is Youth CareerConnect helping break that cycle? And what are your outcome measures? What is it worth seeking to accomplish? Having the answers to all of those questions were not going to share that every single time you speak, but having that and being prepared with it makes a huge difference. I can remember, when this started, they said -- we said we would be dedicated to strengthening families. My husband said “I think I get who you are, and they get that you teach classes in your teaching skills. I need to understand what is the benefit? What's in it for me?” And we will talk about that. If you member feature, function, benefit. We needed to answer those questions every time. Most of us stay a teacher in function. We talk a lot about who we are and what we do, but we fail to talk about the benefit. I want to encourage you to think that through as you are preparing to tell your story or take your story to the next level. We have asked you a couple of questions. One, in three sentences or less, describe Youth CareerConnect. And then number two, why is it a good thing for your community to support? Even if you don't answer that while we are on the webinar, I hope you'll take the time to think that through with your team.

## Six Degrees of Separation

JULIE BAUMGARDNER>> One of the things we talked about, everyone has a job of recruitment. I don't care who you are, and want to make sure that because we're in the community and because we all have an influence, everybody needs to know how to tell the story. There may be designated hitters, they are the ones that speak to the Rotary or speak to the Chamber of Commerce meetings, but everyone needs to know how to tell the story. Everyone needs talking points, and to be fluid and not be sputtering around what it is you do. So speaking to that, I talk a lot about six degrees of separation in terms of outreach. And being able to bring ownership to this initiative. If you think about your own sphere of influence, where do you live? Where do you shop? Where does your significant other work? Where do you play? That is your sphere of influence. And in all those areas, you have relationship with people. You have earned credibility, and the right to speak, earned the right to be heard. And within that sphere of influence, you're probably six degrees of separation or less with your entire community including CEOs, elected officials, you name it. My team loves that about me because when I meet people, I’m trying to make connections. Like where do you live? Where the work? Trying to figure out who they know. One time, we were creating a fathering event. And we were trying to get to Dale Murphy. He is a Hall of Famer for the Braves. And, in the process I kept running into brick walls. We were doing research with Worldwide, and I was on the phone with our account representative, and I found out he lived in Utah and I said, you don't happen to know Dale Murphy, do you? And he said actually, he is my neighbor. And at that point, there were several people on my team who were sitting around the table who rolled their eyes. But literally, it was that phone conversation with our account representative that got the ball rolling that made it possible for us to get him for a huge fathering event. If I had never asked the question, I don't know that I would've gotten to him. And so, what I would like for you to do, just a second, is think about who are the people in your sphere of influence? If you can get to the CEO of a company, or you can't get the speaking engagement at the Chamber of Commerce, or the manufacturer's association or in front of the group you want to get in front of, who are the 10 people that you need to talk to? That can help you take your initiative to the next level. Who are the connectors, who are the networks? That person. Regardless of whether you know them or not, who are they?

MAISHA MEMINGER>> There is an unofficial mayor or mayors in every town. Somebody who everyone knows their mom, or that person -- that person is always volunteering. We need these people in our pocket and have them. We don't think that the lady who goes to the church is that connector but she goes to church they've a lot of different types of people she may volunteer with the person she may be on the Rotary club or an organization with the heavy hitters and we don't think to talk to her about who else she knows. It’s a great way to think about making those connections and thinking outside the box.

JULIE BAUMGARDNER>> You took the words right out of my mouth. It so funny we think about the people who are on our radar who are out there. But the truth is, there are a lot of people in the community who fly underneath the radar and they are extremely influential. And I will tell you, two of the most influential groups are beauty salon, and barbershops. They talk to everyone. I used to work in psychiatric mental health care. And we went out and we reached out to all of the hairdressers. And we had conversations with them about the network of resources they had access to tell people that they probably did not know about and they felt helpless because people are telling them their problems and they didn't know where to go. I promise you, a place to network for Youth CareerConnect is beauty shops and barbershops. They know everybody and they talked everybody they get to spend 30 minutes at minimum with most every single customer.

JULIE BAUMGARDNER>> I love it. That's great.

[Indiscernible] Pediatrician offices, the office manager that person calls the shots. Healthcare clinics, those types of places where there is face to face, people to people interaction. If they understand what you're trying to accomplish and you are trying to help young people, they will come on board and be your biggest advocate. The very last slide in this presentation is think outside the box and act outside the box. And that's one of those places it's an unlikely partner it cost you nothing but is a great way to reach out and create opportunity. So who is in your sphere of influence? How can you leverage those relationships to help you meet your goals?

## Sharing Your Story with the Masses

JULIE BAUMGARDNER>> I want you to think about sharing your story. You think of how many entities are out there wanting to share their story. I would tell you out of sight, out of mind. If you have told your story once, that's not enough. You need to keep going back, you need to keep sharing more information, new stories, new testimonies, because there is a tremendous amount of static out there especially the way that technology is. My gut is even while you are listening to this webinar and you might be looking at it while probably also checking your email and checking your phone, we are all connected. And in order to get people to stop to look at you, and pay attention, you have to figure out ways to rise above the static. And you have to keep in mind, that it takes a minimum of seven times of engagement with a person, a group of people for them to notice what it is you are doing or talking about. In terms of knowing your audience, I think that it's very important to recognize the right message for the audience you are trying to reach is vital.

I was looking at a wonderful piece of the Community Foundation of Prince George's County that showed data and outcomes and all kinds of information. It was a fantastic piece for businesses. They want to know all of that information. Parents want to know a different set of information. They may want to know some of the things that were in a printed piece or online but they also want it in a different format. Young people what an incredibly different format. So we have to think about who is your audience and ultimately what is your end goal. If you do nothing else with them. when you walk away, what is it you want them saying? For me, I want them saying, “holy cow! That Youth CareerConnect, I'm going to get connected and I'm going to help get other people connected” because that's our ticket. That is our ticket when it comes to these kids and helping them be prepared for the real world. We want them ready to launch. So we need testimonials and we need them not just from businesses but you need students. I know you're in year one, but you have a four-year under your belt. You have students who have had some amazing experiences and, here is what I think about this, not only do I want them to be able to learn how to tell the story, I want them to know that I have confidence in them I trust them with telling the story for what we're trying to accomplish.

There is so much about this that is preparing them for the real world. I work with young people who get out of high school and have no idea how to get up in front of a group of people and speak. If you think about us as adults it's a very small percentage of the adult population I think it's like 8% that are willing to get up in front of an adult audience and speak. Everybody else freaks out and has panic attacks. A service that we can do for these young people as part of the learning process is teaching them how to get up and be confident and quickly tell the story. And the last thing is what's in it for me? This is where I go to make it personal. I asked you earlier why do you do what you do. That's a piece of this. But being able to share that. I don't just do what I do for a paycheck. I do it because when I see the lightbulb come on for these kids, and their eyes dance and they see the technologies. They are excited that I believe that they have the skill set to accomplish a healthcare career. Those kinds of things we have to make it personal. It’s not just a job. It’s not just as going down in doing the checkmarks of I have been told these things and why do you do that. Tell them what's in it for them. Whether they are the parents, the student, the Rotary club, the CEO, business person, what's in it for them? What is the when? So my question is, if you are engaging with the CEO of a medium-sized company the CEO is super busy his extending a lot of this -- energy and he's asking you why should I spend my time and energy being connected with Youth Career Connect? Or, why would I want to bring apprenticeships to my company? What would you say to them? And I would love at this point to open the lines and allow people to have some dialogue. What would you say to that CEO?

[ Indiscernible - multiple speakers ]

ANGELLA BROWN>> If anyone wants to add something if you want to send a chat out I can open your line.

JULIE BAUMGARDNER>> Please do.

MAISHA MEMINGER>> Okay. Everyone is quiet.

JULIE BAUMGARDNER>> They are multitasking.

MAISHA MEMINGER>> They are multitasking no doubt.

We appreciate it.

### Grantee Example

JULIE BAUMGARDNER>> I think it's important to think about that. We will give you an example. I have been on many of your websites, I have read the information about all of you. And you guys are doing an amazing thing. I ran across this example. It was actually on a webpage and if you read this, it is a great paragraph. It has excellent descriptive words, this is not your regular high school experience program. It is an innovative model, it's successful. Post-secondary, if you're looking for an opportunity to prepare yourself for post-secondary, this is for you. This is a great paragraph if we were talking to companies and we change going to be or if you're really looking for something exceptional for your high school, if you're looking for something that's going to be personalized learning going to be innovative and give them the knowledge and skills, and will prepare them, this is a fantastic paragraph.

#### Change the Audience

JULIE BAUMGARDNER>> If you were thinking about gearing this towards teenagers, I would say when I talk with teens and when I look at what teams are doing, today, they want pictures and they went videos. Which I know, educators, I get it. We have got to meet people where they are. Not necessarily where we want them to be. And so, taking the example and jumping off of it, if you thought about table tennis or posters in bathroom stalls, posters are in school, a rec centers where young people get together, and you have something like tired of the same old high school experience interested in this? Then check out Youth CareerConnect, a different way of doing high school. I think the goal is, we have to emphasize with our audience. As much as I want kids to read, they don't read. Giving them something in pictures, putting videos on Facebook, getting the teams to do videos themselves of why other teams should be a part. And, using that to put on the high school Facebook page. And engaging them in the way that they like to be engaged. Business leaders, they want their return on investments, they want their data. Young people they want to know: yes I'm going to get something out of this is going to help me and the win for me is that I'm going to be prepared to get a paycheck and it might even get one in the process. And then, empower them to do something to act on it to be a part of this. I think we've got to think about how we talk to people. You watch the kids eyes just glaze over they're not paying attention to us. And I don't want them to not pay attention. I want them to connect to what we are talking about. So, where are your opportunities?

ANGELLA BROWN>> Julie?

JULIE BAUMGARDNER>> Yes.

ANGELLA BROWN>> We do have, I know that last example, we do borrow that from one of our grantees.

We do have them on with us and some other grantees. I’m going to unmute your line.

CLABE SLOAN>> Yes, I'm on.

ANGELLA BROWN>> So, going to turn it back over to you but is there any feedback? We shared your text from your website. Is any feedback on that? We didn't contact them ahead of time. Are there any thoughts on what Julie has shared with us?

CLABE SLOAN>> Yes, I think that what she is saying as far as trying to relate to the level of students today and where they're at, we have our career counselors that do a good job of doing that. I think about -- our hospital kids are pretty active on Twitter social media. They are in the process of creating small videos for their particular programs out of each high school level. And so, I think that we are kind of breaking the platform of how to get that done. But we still have a long ways to go and some of the things that she has said already, to back it up, what we need to do has been getting information for us here. Information we have on our website is something I talked with other career counselors before I put that on. You want to come up with a good slogan or a good platform to kind of open up as far as why would the kids want to be a part of the program and to really tell them that it's not a regular high school experience but it something that you are going to gain experience in and gain relationships but you will also gain internships, employer engagement skills, something to get them ready after high school that will give them a leg up over students were not in the program.

JULIE BAUMGARDNER>> Which is great. I think that everything that was in that paragraph is fantastic. I do not disagree with anything that you said. I think that we all need to remember less is more and so like more bullets, each paragraph short and sweet and concise. It is much more likely to be read. And I mean honestly even for adults. If you think about what you read and what you don't read. And most adults today read extremely short blips not lengthy paragraphs.

I am preaching to myself as much of anyone. Remember that it's important to think less is more. Which we all get excited about what we have to offer. Just some thoughts.

How are those videos going for you Kentucky? Are people doing them in groups, or are they doing them individually? Who are you sharing those videos with as you try to tell the community?

CLABE SLOAN>> We're still on beginning phases of the videos. Right now each high school has a small group of at least a few students that is working on a video where they have to interview other students and teachers, administrators, employers and ask them specifically about why is Youth CareerConnect important and how is it going to be a contribution to the community. Three are actually going to get them done before Christmas and we are going to look at those and combine all 10 videos into a longer video for the program. But each high school will have a little video clip to show with other students and other folks in the community.

JULIE BAUMGARDNER>> Awesome I love it. Is there anybody else? Angella can I ask, if there's anybody else even in the chat feature doing videos or other type of items, or packages to share with the community? If I can answer question as we talk about telling our story. I guess, I am having difficulties seeing the chat area so I can't see it but if you can let me know what people are typing in, that would be great. If anyone else is doing a video, packages, folders, briefing materials, can you just let us know about it?

ANGELLA BROWN>> I will keep you posted. I do not see anything, but we will also take up the time to open up the phone lines. We can do that just like we had Clabe speaking with us. So we do have Stacy. We have a packet that we are putting together for both our medical and technical pathways. And Jim Lynch said we use social media extensively. If either of you want to talk about that we can open up the phone lines let me know.

Stacy, do want to share with us? Going to a unmute you.

You are unmuted so you can talk.

She does not have speaker ability. She is just sharing with us that they use to take out to businesses. Jim Lynch do you want to share with us? Can you hear me?

JIM LYNCH>> Yes, we can hear you.

I'm actually sending another link which isn’t very hard to use. Twitter and Facebook. Twitter is where the students are. Facebook is where, according to the kids, the older people are. I just put a link on the chat feature with a WordPress blog or website where we keep cranking out information and I will use our school email list and put out links to all of those in. By controlling our school’s website right now, we have had some pretty exciting stuff related to the grants and they have been using the school’s website. I will see if I can find that, were to get a link. But I’m trying to hit it for multiple avenues. Because, everyone is checking different things.

MAISHA MEMINGER>> And one thing we're working on, it brings up a good point, we need to make sure we have a great list of all of your twitter accounts, Facebook pages, you have asked us for that and we're making sure we get that together. But that changes or you guys are adding more to your portfolio. Please let us know. We would like to do, within a short order, show that list with everybody on the YCC team. Whether you are using blogs, twitter, and or websites as well, where you are sharing our information, I think that's awesome as people try to share how to do this and how to make it better. Thank you for bringing that up. I think that's going to be great for us to know more about.

JULIE BAUMGARDNER>> I think that's fantastic. And I think it speaks to the fact that it’s not one-size-fits-all. If you're going to engage people in a conversation, then I think for you it's the same thing. We’re trying to engage them and you want them to get involved. So one size does not fit all and we have to think about all of the different ways that we can put things out there that my get people's attention. I will tell you about that. [Indiscernible] 30 seconds to 60 seconds, if you get something that is 10 minutes, unless they are forced to watch it where you are showing it, it is unlikely that they will watch it. Again, less is more. But I love it. Everything you are talking about sounds fantastic.

## Opportunities to Tell the Story

JULIE BAUMGARDNER>> We will keep going with opportunities to tell the stories. Media, and I'm talking about this, going to give you this information and going to talk about it from the perspective of not having a budget to be able to do these things in terms of creating television commercials. The television interviews. A lot of us have the opportunity to get on daily shows to talk about what we are doing. And, even if a you are only going to have three minutes, three minutes is really an eternity if you've learned how to tell the story well. Which is why you go back to the first slide, been able to talk about what you do. You can get a lot of information into a three-minute interview.

So thinking about if your communities are in surrounding communities that feed into your community, what you have access to in the way of news shows, put them in the light to come on and tell the story. Radio shows, where they give you a 10-minute segment. Back and forth question-and-answer, an opportunity for the community to call in and ask you questions. Were a student to be with you or a business leader to be with you to talk about the kinds of things that you are having. The digital platform we have addressed. The Chamber of Commerce, you might only have one Chamber of Commerce and ours, we have 12 different Council meetings. And, they all meet on different days and we could make the circuit going to all of them to have conversations about the kinds of things that we are doing. At the Chamber of Commerce meetings, you have access to business leaders, elected officials, lots of different folks who can help you take ownership of this initiative so it goes on to the future. Not just for these four years.

The medical society we talked about, pediatrician offices that also, I think about who am I after. Basically, if you are breathing and you are in this community I am after you. I don't care if you're retired, I'll care where you work, it's going to take all of us. An army of community citizens to make this initiative successful. So the more people that I can tell a story to office managers, and doctors offices, people who work in hospitals because they have access to a lot people. And there's lots of conversations that take place on the side. Think about how you learn. You learn about things over lunch, over coffee, in the break room, so we have a lot of opportunity to put posters up and tell our story. Specific organizations we have discussed. Parent teacher student associations. One of the things that I know is, we tend to function in silos. We may think that all of the people in our different schools know exactly what you -- what Youth CareerConnect is. But from year-to-year, you have new teachers. People forget it's not top of mind. If you haven't taken the time, and a teacher meeting or a parent teacher association meeting, to discuss what Youth CareerConnect is and to give an opportunity for testimony, don't overlook that. That's a great way to engage.

I've listed a few other opportunities. Places of faith, this is a great Wednesday night program? Centers because that's where the kids are. Centers for nonprofits, other nonprofits can be helpful. And I'm sure, you can add to the list and I wish you would. It's not a comprehensive list but to get our brains wrapped around the idea of everywhere there is an opportunity. Whenever I see a group of people, opportunity is waiting for me to tell the story. So what does that look like for you?

## Partnerships to Help Spread the Word

JULIE BAUMGARDNER>> Our next slide is the partnership piece. If you wanted to do something with billboards or print media, or actually have a commercial out there about Youth CareerConnect, one of the things you can do is, if you're working with companies, a lot of the companies are out there in the media. So they might be running television commercials, they might have billboards that they have purchased for a year-long contract and many companies, if you ask them to help you create a billboard or television commercial and let them do underwritten by whoever, the company of, many of them will do that. It's not costing them anything extra. And it is a way to be supportive of a fantastic initiative. So asking for something like that, telling people what you need, a lot of people assume you have what you need into doing what you do. They don't know that you could really use or visibility. And one way you could have that is by billboards or by putting something in the newspaper or something that’s super popular.

I’ll give you an example of what happened for us, it came out of the blue, and it's because we had a conversation with our board, and we said that we really see you as the ambassadors for First Things First. And throughout the community, we need you to be thinking about where we need to be speaking, where we are not speaking. Where we can have access to media that we don't. Creative things that nobody else is doing. That would allow us to spread the word. It just happens that one of our board members is the city manager for Republic Parking. They manage parking lots across the country, at airports mostly, but also different places. They are based here in Chattanooga. So the city manager came up, and he said I had been thinking about what you said to do some creative things. There are these electric shuttles, so think public transportation buses but a little smaller, and they are shuttles and they go through the areas and they can ride them for free. It’s that I just signed a contract for two electric shuttles for three years, and I'd like to give one to you to wrap. So we wrapped that shuttle with a wrap that said hope you [indiscernible] and we cobranded with Republic Parking on every side of that shuttle, and on the roof, it's as healthy relationships start here. We are not paying a dime. We could not afford to do that. That shuttles traveled throughout downtown Chattanooga, in the most popular places all day long, every single day of the year. I would have never had that had he not come and said I'd like to give this to you. It’s those kinds of things that I think that we are all looking for. There are people in the company's that you are currently working with that have people doing their digital platform and doing videos for them that would probably love the idea of getting volunteer hours and being able to work with your teams. We’re putting together videos to make them cool. And relevant. Same thing with your websites. With the print media, with the Flyers, the different ways we are looking to engage. There are people in these companies and in your community that if you ask, they will be helpful to you.

## Think Outside the Box

JULIE BAUMGARDNER>> With that, I'm going to say again, all of us, we are seeking to do outreach and recruitment. We are only limited by our own creativity or lack of. So it isn't about thinking outside the box it's about acting outside the box. One of my most successful recruiters is someone who came through our class and came up to me after class and said this is the best thing I have ever done. Tell me what I can do for you. And I said go tell other people. And to this day she is fantastic. She goes out in the community and tells everyone who will give her the time of day about being a part of what First Things First is doing. May I open it up for questions or other ideas?

# Questions and Answers

JULIE BAUMGARDNER>> So, you have the control. Going to pass it to you to control it and let the audience know.

ANGELLA BROWN>> While we're waiting for grantees to share with us, [Indiscernible] on you that line. Bob is one of our coaches. I hope you're listening to us. Going to turn it to you because I know that he has been working with some of his grantees on some infographics. That idea, so Bob Tyra are you going to share with us?

BOB TYRA>> Yes, I'm here. It's been a really good webinar. I really like the idea of everybody being a potential friend and defining benefits for people. Who gets involved with us? With the infographics, Stacy is on the line as well. We created an infographic for her. AND the nice thing, as we were able to put a video inside the infographics.

MAISHA MEMINGER>> Love it.

BOB TYRA>> And it was a two-minute television visitation to the program. So, it was a really nice thing, it was the kids talking AND the teacher talking about the program on a local new show. So, the infographic is very punchy. Why you want to do this, and wrapped up with getting in touch with us and set up for the class. And, the other part of the raffle, I did a lot of life after high school guidebooks in California. And I want to back up what we said before. In terms of pictures, and the kids told us in our focus groups, pictures of other kids are important. Because, they say if I see another kid doing it I think I could do it.

MAISHA MEMINGER>> Yes.

BOB TYRA>> Also not surprising is we had a lot of career college information and we cut this text by 20 percent and we probably increased sales by 50 percent by cutting out the text of the books we were publishing. And the other part of that is that we put a section in on personal well-being and mental health. We talk to kids and we are getting way too many messages on go to college, go to career, nobody really to talk to, so much happening out there. The fact is, most of the kids that we are around are way overweight and eating crazy food, they are getting high, they are doing this and that, and they have all of these really serious mental health issues. We put a section in there on mental health in the book and it was popular. Just a couple of lessons.

JULIE BAUMGARDNER>> That's fantastic. You will hit students not only on the fact that they will make money, but you will feel the better person for being involved in whatever they said that was huge. Everybody tells us what we can do to make money but nobody tells us to do what we can do to be happy and working well with other people.

MAISHA MEMINGER>> That's wonderful.

Well, we haven't had any other grantees volunteer. Feel free, if you just want to type it in the chat, we can read it if you don't want to talk or not able to talk because you do not have a microphone on your computer.

Let us know if you want to share otherwise I will turn it back over to you Julie.

Well, Julie while we wait to have any final words? Before we proceed?

# Conclusion

JULIE BAUMGARDNER>> I would just say, that I think that what you're doing is outstanding. And, it is so desperately needed. And, it's easy to get discouraged when people don't jump on your ship really quickly when you know that you are doing something good. But I would say, keep putting one foot in front of the other, and don't be intimidated by that. Share your story. Know that you may try something and it doesn't work. Okay, do something different. Don't keep doing the same thing over and over again knowing that it's not getting you what you need. I love infographics, I love the idea of the video, and they love the photos of other students. I think we can all learn from each other. And I hope that we are doing that a lot so that we aren't spending a lifetime reinventing the wheel. I definitely believe we rise together. Whatever I am learning, I want to share with others so that we can really make this the best initiative possible. So good luck, and I'm excited about what you guys are doing.

MAISHA MEMINGER>> Awesome, thank you so much. I hope that the time that we have spent together kind of got people to mind bubbling up in thinking about ways of engagement and utilizing tools that are effective but not that expensive. You spoke about a lot of things that you can do for free that are very inexpensive and just looking at your partnerships and connections that you have to share with folks going on and very excited to have this time. This is a great opportunity. Everybody, you know the drill, you know how to reach us. If you need any help, there many questions or clarifying questions for this or any presentation or anything that's going on, please let us know at the YCC account. Just to give you a heads-up, we will be having a grantee check-in call on Thursday. Just to give you a heads-up, we will be having a grantee check-in call on Thursday, December 10 at 2 p.. this is the opportunity where we want to hear from you. We are going to be very silent and what I mean by “we,” I am talking about the federal office. We want to hear from you, what is going on and Angella will be leading the conversation to find out how you are doing and what have you learned and what you are expecting to do and what have you improved on. As we go forward, so we are always learning from you there. They are doing the hard work with our students, engaging our business partners, what are your lessons and what we can take to other grantees. And we are looking forward to that time. I hope that you all can join us. Maybe more than one folks, maybe have a team join us. That would be great.

I just want to thank you all again. You're working diligently here. Please always let us know what other TA you need. Let us know other topics you would like to discuss and we want to make sure that we meet those needs and do not forget, when you close out this webinar there will be a poll. We would appreciate it if you complete that poll. Those are very important to us as we continue to improve. With that, have a happy happy Thanksgiving. We look forward to hearing from all of you in early December. Angella?

ANGELLA BROWN>> Thank you. And we did get one more comment.

Yes, from Josh Henderson. He sent it to everybody. He said that we lead our YCC program and a push to become a work ready certified community and it has been beneficial. And how it can help the future of our community. Work ready communities are granted through the Cabinet for Economic Development.

MAISHA MEMINGER>> Nice.

ANGELLA BROWN>>Did you want to share anything else about that?

I'm going to do it anyways.

Oh, he can only chat as well.

Well, thank you for sharing that with us.

MAISHA MEMINGER>>Awesome. I see a lot of connections there. It got a lot of different pieces there. And everybody seems to be talking the same language. Work ready certified community, that's really innovative and great. Not only to get that going but be a part of it and continue that energy. Thanks so much.

All right that is all we have today. Thank you everyone for joining with us. Thank you for sharing in learning. We hope that everyone has a great rest of your day. We look forward to talking with you in December. Have a great day.

Goodbye.