**WorkforceGPS**

**Transcript of Webinar**

**Tools to Help Youth Find Jobs**

**Wednesday, May 26, 2021**

*Transcript by*

*Noble Transcription Services*

*Menifee, CA*

LAURA CASERTANO: Again, I want to welcome everyone to today's "Tools to Help Youth Find Jobs" webinar, and I'm going to turn things over to your moderator today, Sara Hastings. She's the unit chief for the Youth Policy and Performance Employment and Training Administration with the U.S. Department of Labor. Sara, take it away.

SARA HASTINGS: Great, thanks, Laura, and hi, good afternoon and good morning to all of you out there. We are so, so very happy to have you guys join us again in one of our Department of Labor's Employment and Training Administration webinars to really help our young people with employment and training.

And today, I think we're going to have a really great information sharing opportunity. I'm excited about the presenters today that you're going to hear from. That we'll share with you all of the different kinds of tools and resources that are out there right now that can help young people find jobs and get on their career pathways.

We know there are so many of you out there that do this really important work for our young people across the country. Thank you for telling us who you are and joining us today. I can see folks from all across the country that are joining us, and we are so happy to have you here. Eighteen hundred -- over eighteen hundred folks registered for this conversation today. And we are so happy to have you here. Great information that we're going to be sharing.

I am not going to take up too much of your time because I want to get to the good stuff today. So you're going to hear from a number of folks on today's webinar. We have Charles Hiteshew, who is executive director of the Higher Opportunity Coalition. And you're going to hear from the Joshes, Josh Gitlitz and Josh Steinmann, who work at Stella.

You will learn quite a bit more today about the organization Stella and what they do and how they have partnered with Higher Opportunity Coalition to develop a really cool platform that enables young people to be accessed and have opportunities for employment with employers. And so, you'll hear much more about that today. I'm really excited about this new platform that we have that really, I think can benefit our young people in the programs that we -- we implement across the country. So more from these folks in just a bit.

We're also going to hear from Tricia Dahlman, who is with the CareerOneStop. Hopefully all of you folks know and are familiar with CareerOneStop and all of the amazing tools and resources that we have that help youth explore and find really cool opportunities and learn about jobs and job opportunities and training. There's just so much there. I even forget the kinds of tools that we have, so today is a great opportunity for Tricia to share her -- share with us the resources that she and the CareerOneStop team have been developing over the years. And so, she'll be walking through those as well.

And then we're also excited to have a Mitali Chakraborty, who is the CEO and founder of Youth Jobs Connect, which is a new organization that's really trying to help bring together in a kind of a systematic, thoughtful way and match young people and programs and employers all together in a platform in a way that we can help young people connect to jobs and training and resources. So it's sort of a one-stop shop. And we're excited for Mitali to share with -- with the rest of the folks on this webinar what this organization is really hoping to achieve when they launch their platform in the coming weeks. And so, we're excited to have Mitali on as well today.

So with that, I don't want to waste any more of your time talking. I want to get to the good fund resources and tools out there. So right now, I'm going to turn it over to Charles to tell us much more about the higher opportunity coalition and their partnership with Stella. So Charles, turning it over to you.

CHARLES HITESHEW: Great. Thank you, Sara. Appreciate it very much. And good afternoon and good morning to all of you out there. Really excited to see, I think we have 760 people on the line as I speak. So that's great.

Higher Opportunity Coalition. Some of the you know us because we've been in contact with you and searching and for local young people for the opportunities that our partnership companies represent. But we are a coalition of Fortune 100 companies dedicated to hiring, retaining and advancing opportunity youth.

So they are the companies that are committed from their C-suite level to say, hey, this is an unbelievable resource. It's a critical way for us to grow our talent and advance talent through our ranks. And it's also an unbelievable way to generate diversity into not only our entry-level ranks, but increasingly into our mid-ranks and our decision-making ranks over time so that we more effectively reflect and represent the marketplaces that we are all trying to serve.

And it's -- we all know that America is becoming increasingly diverse. And if we're not growing our talent pool and it's not sufficiently diverse, we're just not going to be making the decisions that our companies need to make to be effectively serving that ever-evolving and diversified marketplace. So while we think equity and diversity is ethical and eminently valuable in and of itself, these companies see it as a way to make more strategic and value-added decisions to the marketplace.

So this is both an ethical and I think a moral obligation to many, but to many, it's just as importantly a bottom-line decision. So the Higher Opportunity Coalition represents about 55 companies that have all committed in one way, shape, or form to hiring, building the capacity to hire, retain, and advance opportunity youth. We have a subset of them that are very committed to paying a membership fee over the course of the year to use tools that we develop to help them do that.

So a few of the ways that we help our coalition companies is, one, we create a website where they can get all the best practices, research, support, data on how to mobilize an opportunity youth effort within their own company. And two, they will tell us in no uncertain terms that events are important to young people. Hiring events and getting the word out. And social media is all very important.

But to our talent acquisition directors at our companies, they say the most important thing we could do for them is give them a searchable database of opportunity youth that are interested in entry-level positions by zip code. So that's a pretty big task to deliver on that. So we started thinking about it about a year ago and we started doing some our own creative problem solving. And then we came into contact with a wonderful organization called Stella that was doing much of this of their own volition with their own set of companies that happen to overlap with a bunch of our companies.

So we -- AT&T introduced them to us and we started to understand a little bit more about how they do what they do. I am going to advance the slide. So Higher Opportunity Coalition is the collection of employers. We're about 15 that are paying for our services a year, another 40 that are working with us in less formal ways. And they're all major companies. They're FedEx, they're Starbucks, they're Nordstrom; they're Five Guys. There's any number -- AT&T, T-Mobile, they have all joined our ranks and they're very interested in sourcing young people, opportunity youth in particular, for their entry-level jobs.

So we would love nothing more than to deliver to them a searchable database. So when we found out from one of our partners at T-Mobile that they'd come across this unbelievable platform called Stella, we immediately got in contact with them and tried to understand how they work. In short, Stella is a talent platform that is now shared by upwards of 30 different major companies, many of which are ours. And they all are interested in sourcing opportunity -- young people for entry-level jobs.

And we've worked with them to kind of say, hey, could you filter this for Opportunity Youth? Those that have been out of work, out of school but are very anxious to get in the job the job hunt. And so, Stella basically works with companies to say, hey, for any of those applicants for entry-level jobs that are not placed or or employed by your company, could you basically enter a box, a checkoff box on your APS that allows that young person that isn't selected to say, I know I wasn't selected for this job, but by virtue of checking this box off, I am permitting you to upload my application so that all other Stella company participants can see it.

So immediately by checking that box. And Josh will tell you, it's about 75 percent of the young people, given this opportunity, will check that box off. They will immediately be seen by those 30 major companies -- and Josh tells me 100 others that are more regional in profile. So it's an automatic way, just by checking a box to be seen immediately by 30 companies and sorted by zip code.

So it's an incredibly powerful tool. It's being built and expanded upon daily by companies whose rejected employees now have hope upon rejection that they have another opportunity with upwards of 30 companies that might not have been good for them at Five Guys, but they may have a great opportunity at FedEx.

So we felt that this was the way to build a searchable database, the largest database of opportunity youth in the country, and the only way we can do that is if we keep getting more companies to join because 75 percent of their declined talent will check the box and become enlisted on this platform.

Our approach to you is let's move on both sides of the equation. Companies are going to be feeding this talent this talent database. But we want you all to consider enlisting your young people in it. So we think this is an incredible, efficient way for young people to search jobs while those jobs and talent acquisition directors are searching for them.

So literally by using the DOL QR code that's listed below -- and we'll ask Laura to share it a little later -- young people can literally just scan that code into their phones and they can -- all they have to do is register their name, their telephone number, and their e-mail, and they are immediately uploaded and will be searched by location when they do so.

So I think this is a huge asset for employers and they've all said this is becoming a very efficient way for them to connect with Opportunity Youth available for hire in specific locations. I should also say Stella has a huge database of those that have been rejected from companies and are seeking opportunities in other companies.

They've done a wonderful job at filtering it for Opportunity Youth for our -- the benefit of our employers in our coalition, so that on the database you can say I'm interested primarily right now in looking for Opportunity Youth or Priority Youth, as they've listed it on their platform. And that will sort for young people 16 to 24 that are out of work and out of school. If you can't find the people that you need by clicking that box, you can open yourself up to the broader database, which includes all people of all ages that have been declined at the participating companies.

So employers are finding this increasingly efficient and effective at connecting with OY. OY are often, by definition, disconnected. You help us connect with them more than anyone, but they're by definition off the grid in many cases and only connected 98 percent of the time by telephone. So this is the way to get them connected with these employers who have more jobs than there are job seekers right now. So this is a job seeker environment or market, if you will.

So CBOs can connect their OY to local employers in a comprehensive way previously unavailable. CBOs did not have prior to this -- local nonprofits prior to this, did not have a way to upload in immediate fashion their young people, so they could be immediately seen by 30 major companies. So that's a huge benefit. And then Opportunity Youth can join the Stella platform themselves and they can search for jobs by zip code as well. Go on to the next slide.

So we bring the employers committed to youth hiring. Stella provides them that platform. And we hope that CBOs will bring their opportunity youth simply by enrolling them on the tools that we provided. So we're hoping that how you can help is, number one download the DOL QR code here. Have your young people, when you meet with them, literally scan that code and that scan will ask them to enter their data. Just three fields. It's very quick and they're immediately uploaded and visible to all participating companies.

We've given you a social media kit so you can put this on your website and share it with all those that see your platform or your website. We've also given you a success, Stella success tips, just how to use it most effectively. And if you want to know a little more about what Stella is, we provided that.

There's a youth flier you can use and you can put on your website or in your offices, that just gets the word out and then there are tools to help you find jobs. That's another presentation. But I just want to let you know, those are the five that we've provided for the Stella opportunity.

So to sum it up, if you could follow these steps, if you think this is going to be of interest to your young people, we really hope you'll make it available to them by using the Fileshare documents we provided. We hope that CBOs will share the Stella opportunity and platform with their youth. Literally, youth can register online by using that custom QR code.

And we literally can track how many of you are placing your young people on the platform. So we've got -- we've customized the link for DOL participants. So we'll know in a couple of weeks how many of you have registered your young people. And then recruiters will start searching for Opportunity Youth, hopefully filtering for priority youth on the platform. And then youth, by the same token, can search for jobs via the app or online.

But what we hope this does is literally create the largest searchable database of Opportunity Youth in the country. And there's no time like now when young people need this. And corporations, quite frankly, are struggling to find enough young people to fill their jobs as they start to recover and ramp up their operations. So that is all I need to say about our participation in the Stella platform. I'm going to turn it over to Josh Steinmann to tell you a little bit what it looks like when you get online, either you or your youth that navigate the platform. So Josh, go ahead.

JOSH STEINMANN: Thank you, Charles. Good afternoon or good morning, everyone. My name is Josh Steinmann? Charles did a great job summarizing what Stella is all about. I'll try to add a few more details and then I'll be handing off to my colleague so he can actually do a screen share and show you how the platform actually works for a candidate and from a recruiter/enterprise perspective.

All right, so we were actually founded a few years ago in 2015, and it was based on the premise that most large companies attract an excess number of candidates. So they'll open a requisition, open a job, and it'll be posted on their career site. It'll get pulled up to the various job boards and they'll attract 10, 15, 20, 30, sometimes even 50 candidates for one open position. And so, they'll hire one person, maybe two people, and then the rest will be dispositioned as not hired. This is their excess candidate flow. And there'll be many, many good qualified people in there.

So in recognition of that, we built a platform that very easily allows companies to share their excess candidates with one another. So some of the companies that you see up here on the screen are participating, we have over 100 companies on the platform, about 30 that are very recognizable. And really, the idea here is this is very complementary to a job board.

Obviously, most companies advertise in job boards and attract a good candidate from off the job board. But you'll see a lot of candidates applying to places that's because that's where they eat every day, it's where they shop, it's the cell phone they carry. That's the brand that they pass through, the store they pass on their way to work or school. So there's a lot of candidates are coming in via routes other than just the typical job board spending.

So if we can get companies to share their excess candidate flow, it's really going to be a win/win for everyone. It's a win for the candidate, because when a candidate comes into Stella, they're immediately real-time discoverable by recruiters that are looking to hire folks. These folks are -- these recruiters are searching our database for candidates and reaching out to candidates. And that's what you'll see in a moment.

And then for the -- the enterprise, the recruiters of these companies, they also recognize that these job seekers are very active. You're going to see a very high response rate. And they're --they're very happy for this complimentary source of candidate flow.

So how does this work mechanically? So the way this works is all these companies have added a question to their application, so when a candidate applies for a retail job or a job at a hospitality brand or a QSR, one of the questions will be as follows -- I'll fast forward to the next one here. This is -- this is the question that AT&T has -- their retail application. It basically asks the question, if this opportunity doesn't work out, would you consent to having your -- basically your resume information sent over to Stella? And we see a very high percentage of people answering this question as a yes.

I'll post here just to have you all read this, because the wording for the next few options -- screenshots are quite, almost identical. I'll add the comment that many of the jobs that we're sourcing -- most of the jobs that we're sourcing are the front-line nonexempt-type positions, so very, very suitable for folks that are starting their career.

And then, of course, many of the employers, many of the companies on the platform are -- have great training programs, have promotion tracks. So a lot of great opportunity on this – (inaudible) – platform for folks that are coming at the entry level. So this is AT&T's opt-in question. So again, if – (inaudible) – apply, if they don't get the position, if they answer yes to this, then literally the next day their resume information is now imported into the Stella database and is discoverable by -- by recruiters.

I'll give you a few more screenshots. Hyatt is on the platform. This is their opt-in question. I know the font is a little bit small for this screen share, but it's almost identical to the previous screenshot. Intercontinental Hotel Group is another big hospitality brand that's on the platform, as is Wyndham. I'll go through a few these quickly. Chipotle, great, great brand. I personally eat there -- lunch there several times a week and great, great team and wonderful employer, wonderful partner. Staple's another -- another partner on the platform.

So once the candidate's resume information is imported in the database, they'll also get an e-mail from Stella saying, hey, download our iOS or Android app or hit our website to create a profile. Their profile's pre-populated with information that we received so they don't have to retype in their address and their work history, education history. But they can they can set some preferences and they can search for jobs.

So in addition to recruiters finding candidates, we have a full searchable database of jobs. These jobs come either from our direct relationships, our direct applicant tracking system integrations, and also through various job feeds. And this is something that Josh will demo for you in a second. So moving from left to right, this is our our mobile app based on their current location. They'll see open jobs around -- around their area.

And they can also filter on just show me hospitality jobs or customer service jobs or food and beverage jobs. And once they find a job they're interested in, they can read the job description. I'll go to the next slide. You can read the job description and they can, in some cases, apply for the job inside of the app without -- without opening a new browser window. It depends on if the applicant tracking system allows that integration.

But it's a really nice, candidate experience because in addition to our data science team creating job recommendations, they can also search just based on proximity and they'll see the full inventory. The jobs that we're sourcing are all open jobs from the companies participating at the line and property level. So it's not just a small number of jobs that the companies decide to post and advertise based on their media spend and budget. On Stella, all of their open jobs are featured in our marketplace. So it's a really nice place for candidates to come to see a full inventory of jobs in their area.

Now, let's talk about the Higher Opportunity Coalition. Within -- so we have dozens and dozens, or over 100 companies participating on Stella, a subset of them are also Higher Opportunity Coalition members. And we've done something special for HOC. We're really grateful for the partnership and the important work that they're -- they're doing. Many of the companies that you see up here are also still clients.

What we've done is for HOC companies, we've developed a specialized filter that allows recruiters at Hilton, at Nordstrom's, at Hyatt, etc. to log in to the Stella a database and -- and filter on Opportunity Youth candidates. These opportunities, these candidates are either tagged as Opportunity Youth by the companies initially and then they'll come into Stello via the opt-in question, or our algorithm looks to see what they're work and education background looks like and we will tag them potentially an Opportunity Youth if the events are in date range and they meet the various other criteria.

So this is a really, really fast, easy way for employers who have dedicated OY hiring goals to go and see this see this cohort, this – (inaudible) – this group of candidates and -- and reach out to them. So we're very excited about this. We're just ramping up right now with HOC, but everything's in place as described. We have recruiters from a number of different companies going in and using the filtering. And it's a very exciting time as we all get back to normal.

This is what the landing page looks like. So when a candidate is directed to apply or to, rather, to sign up on Stella through this landing page, they're automatically tagged as an Opportunity Youth. And they'll automatically be included in that filtering scheme. So this is a very powerful way to sort of get top of stack. In some cases, employers are getting dozens and dozens of resumes and -- coming in this way. They're -- they're being tagged as Opportunity Youth.

And so, when -- when the recruiters, these companies are looking to search for and find Opportunity Youth to pull into their active candidate funnel, this is one of the places that they'll go to -- to find -- find such candidates. So coming in via this way is a way to be able to be a standout in the candidate pool.

So we're very excited about this and obviously we're working closely with employers in HOC to track the number of candidates that are signing up via these landing pages and of course, how they're making their way through the marketplace and into the active candidate funnels of the various companies participating.

So with that, I'm going to hand off to Josh Gitlitz. That's the general concept in how our partnership works with the HOC member companies. Josh is now going to show you through screen share a little bit of what the candidate experience looks like and the recruiter experience on the enterprise looks like. And, of course, we will welcome questions after the presentation. Mr. Gitlitz?

MS. HASTINGS: And you might be muted.

JOSH GITLITZ: Hi, everyone, it's Josh Gitlitz with Stella. Pleasure to speak with you this afternoon. What I'm going to do in the next few minutes is I am going to share with you first what the Stella job seeker experience looks like through our app. And then I'm going to jump over to our employer portal and give you a quick look at what the -- you know, what recruiters at our corporate partners are doing and how that looks when they're searching for the job seekers that are on our platform.

So I'm going to share screen right now. So everybody should now the center -- what's effectively a mobile app. If you guys can't see it, if somebody could just speak up and let me know. What you're seeing here is --

MS. HASTINGS: Josh, this is Sarah. I'm not seeing it yet. It might be a little delayed on our end. Laura, are you able to see it on your end yet?

MS. CASERTANO: No. Josh, I would just go ahead and reshare.

MR. GITLITZ: OK, one second.

MS. HASTINGS: And I think it's starting to show. It just short-switched and it looks like we're about to see your screen, and we can see your screen now, Josh. Thank you.

MR. GITLITZ: Perfect. Thank you very -- thank you very much. So what you're seeing on your screen is our -- is our mobile app. So on Android device or your iPhone, if you go to their respective app stores and just search on Stella, Stella Jobs, you will see our app that you can -- you can download there. And that is our job seeker app. So you can do that from any Android device, from an iPhone, or you can go over to Stella.Jobs, Stella-dot-J-O-B-S from any -- any Web browser, and you can access it that way.

But when you -- when you do land on the interface, what you're getting here, and you'll get here by the custom invitation link that – (inaudible) – assignments are on, on the screen. Right. So that's something that you get from the QR code that Charles shared. And it's an invitation link that you can share with your constituents that will write them a landing page. As Charles had mentioned earlier, they enter in their name, e-mail address, the phone number, and that quickly goes to get them up and running on Stella.

So from here, if I show you first where they'll be prompted to go to is in their profile. And you just enter in some basic information. You know, name, e-mail address. You know, there's your contact details. Any employment history you have, any education you have. And the reason why we'd like you to build out your profile is the more information you have in here, the more you'll be searchable by employers and the more that can be shared.

And I'll show you what that looks like in a minute. But at a minimum, when you enter the information in, you can just get over and you get into our app, you get on the web and now you're -- you're browsing for jobs. It's a map-based interface, so you can see what's local. You know, you're not -- you're not looking for a job across the country.

Like, all right, let's say, we're in -- we're in -- we're in Chicago. And pop that up. Here's a map. You know, you can slide around and you can zoom in. You can -- you can -- you can -- you can click on things try to answer some of the questions that I saw in the -- that were that were scrolling through the screen. Yes, there are there are filters. This is ever-evolving. But you can filter on part-time, full-time categories.

So say I'm there in Chicago and I want to find something in hotels and hospitality. Click on that filter, click apply. Now you will see things that are if you go on the map, okay, well, I'm right around here. Let's see what's here. (Inaudible) – the Hyatt. What does that look like? OK, you can twirl around, click on it. And now you will see the jobs, this job with Hyatt.

So what you're seeing when you go on the map or you search or you do any of this, is all of our employment partners, all of their jobs are on here. It's not just what they're -- what they're paying to post. We tap into their allocation tracking system, so in their corporate websites, so it's not just a subset of Hyatt's jobs, it's all of Hyatt's jobs. And again, the target is sort of a front-line hourly-type entry position. So you see -- you see more of that.

As Josh Steinmann had mentioned, we also have a few other job feeds, but it's primarily our employers who we contract with and make agreements with directly, so the person to be asked the question in the chat of like, hey, are these employers verified legit? Because as an adult, you often come across ones that aren't. All of the people that -- all the companies we integrate with are phenomenally legit. You know, the -- you know, the Hyatts and Staples and Wayfairs of the world.

And then we do our best on vetting and some of the job feeds. So yes, the far majority there are legit. If not all of them. So as you scroll through, you could see, okay, here's a greeter. In cases where we have partnerships with employers directly, we're integrated completely with their application tracking systems. So like in the case of Hyatt, if you click on apply here, what you're now going to get is rather than being rerouted to another information, we're taking the information from the profile that I just shared with you and they can answer a few questions. We'll fill in the supplemental information they already shared, like their basic demographics and then a few questions later, they are applied to their Hyatt job.

So the types of jobs you can see on here, we've got -- yeah, we've got Chipotle, Jason's Deli, and a lot of restaurants on the platform. We have a lot in hospitality space. Hospitality that was hurt tremendously during the pandemic now you cannot hire fast enough. And the cool thing about hospitality is there are a lot of opportunities there that lead to broader pictures. We've been on calls earlier, people that have astutely asked, like, hey is it just some fast-food jobs and things like? No, it's not more than that.

There are organizations out there who are very much looking to bring people in the organization. There's places to grow. If you join a Hyatt or a Hilton Grand Vacations or something like that, or it's you can go in as a front desk agent and the world just starts opening up. So you know, we see there's a lot of opportunities and that's where our -- our job seekers can go on that front.

Jumping over now to -- let me show you what the employer experience looks like. I'm just going to switch windows here. So now, this is -- this is the talent database. This is Stella's portal, right? So if you look at Chipotle or Jason's Deli or Staples or any of the employers that we work with, they have company accounts for Stella. And when their employers, their recruiters log in, they're tapping into our talent database.

So if you're looking for folks, you jump in here. So what was really exciting when we developed the partnership with Charles, Susan, the HOC, is we created a special filter Josh Steinmann had mentioned where you can look at just people that are tagged as Opportunity Youth.

So you know, what made us feel personally really exciting for me is before coming into -- into technology world with Stella as the talent recruitment leader for many years and in large companies. And like everyone else we have initiatives around diversity and inclusion. And you're trying to get your head around how can you best interface with these populations and really reach out to more people to get that going in a meaningful way.

So we started building this with HOC, I was just like, wow this would be amazing to have had. And you know, what that looks like in a nutshell is you're a recruiter with -- with Hyatt, you pop in, you're looking for people in Chicago, right where I showed you the job seeker app that people were searching. You select your location, right? You select an Opportunity Youth, you can run some other filters. You know, when they were active, how far away from your -- your location.

But now you'll see talent in the database here. So you'll see Pat Smith. This is my test account, right, and they're tagged Opportunity Youth. So anybody who signs up through that custom link that Charles has shared with you is going to be tagged as Opportunity Youth, Priority Youth. So if you've got recruiters coming into the system from one of the HOC employers that are on Stella, they are looking for this audience.

So they're going to search. They're going to get profiled. This is the profile we built out. You saw it, this is the availability. If they attach a resume and profile -- and that's what they're doing with this information is they're reaching out. So they're reaching out to Pat Smith. They're doing it by e-mail, they're doing it by text messages. Because that's -- that's the way -- that's the way people are responding now. And that's how they tap into the database.

This isn't just limited, obviously, to HOCs, so whether you look at -- look on the job seeker app again. Lots of employers and when you look here on the employer portal, it's lots of employers. The only ones who have access to the Opportunity Youth filter are HOC members, but by the nature of joining this, we have dozens of employers that are logging in every day and scrambling around looking for talent.

If you register and you build out a profile, very likely one of them is going to snag you in a search and reach out just as you can apply to their job.

So in a nutshell, like that's what both aspects of the Stella experience look like. And in summary, what does that offer here? We've got full job inventory for all of our employers. We've got data science that's working and connecting matches, right? So we're we're texting and e-mailing our job seekers that have signed up. And we've got the access to employers of all types who are in the -- in our database actively looking for active job seekers to reach out to.

They're they've got a bunch of tools at their disposal as well. They're coming to Stella and they're logging into Stella with the expectation that these are active, engaged job seekers because they've gone and they've signed up and they've shared their information. So you know, we've seen a lot of -- a lot of real connections there. And you know, that in a nutshell, is how this -- how we can -- we can help your goals here.

MS. HASTINGS: Thank you so much, Josh and Josh and Charles. We now have some questions that we'll ask and then we've got a couple of polling questions to ask the audience on their thoughts on this platform and their partnership with HOC. So we've got a lot of questions in and some of them came in earlier before Josh G. just went through and showed everybody kind of how the app works, so I think a bunch of the questions kind of got answered in that demo.

But let me just ask you a couple broader questions that I think we got from -- from some of the -- the folks on line. We got some questions like, is there an age range for the youth? Is this just really for Opportunity Youth or can other youth be enrolled or utilize this platform? And what's your definition of Opportunity Youth?

And I'm going to go to you, Charles, for those -- for those questions. So tell us a little bit about when we say Opportunity, what do we mean? And my understanding, it's not very restrictive, but do you want to go ahead and answer those few questions? And Charles, are you -- are you there? You're on mute if you're talking.

MR. HITESHEW: I'm here.

MS. HASTINGS: There you go.

MR. HITESHEW: OK, yeah, Opportunity Youth are defined as being 16 to 24 years old, out of work and out of school. So that's our priority. And that's what we filtered for because our companies have prioritized those young people. But then, we fully expect after they look at the Opportunity Youth candidates, if they have not satisfied their reqs their employment reqs, they're going to go to the broader database and look for other people. So this is just a way for us to respond to our employers who say they want to prioritize hiring Opportunity Youth for their entry-level jobs.

MS. HASTINGS: Great. And I've got a question, do you have -- do you have to be a nonprofit youth provider to create a customized link? So do you want to just talk a little bit about what today's link is for? Really just for tracking? And again, we'll pull that up in a minute so people can see that.

MR. HITESHEW: Yeah, that -- we created a customized link basically for your network, Sara, so that we could track how many young people were enlisted as a result of this call. But if someone represents another organization and they want to track, they can certainly reach out to me at CHiteshew@higheropportunitycoalition.org and we can set you up with a customized landing page.

MS. HASTINGS: All right. And then, just generally, are you going to involve nonprofits in this effort? And so, can you respond to that?

MR. HITESHEW: So this is one way for us to do it, really, through the -- the government side. But we have relationships with some 1,t00 nonprofits locally across the country, and we have reached out to them and they've gotten basically the same presentation and opportunity that we made to all of you today.

MS. HASTINGS: Great. And a question about how does Stella relate to state job lists? And so, I'll ask Josh Steinmann to answer that question. Josh, can you explain sort of how you guys access the information?

MR. STEINMANN: If the question is regarding how we access the jobs that are featured in our marketplace. When we establish a relationship with any of the companies that you've seen and the many others -- we can take Hyatt, for example. We interface throughout the contracting system and we source all of their open jobs and filter on the U.S. as we're not international. And we also filter out some of the professional-level positions that are typically featured at headquarters, like a CFO or director of accounting or something like that.

And that's what -- and then -- so then their jobs are then featured in our marketplace. All the jobs that -- that kids would find at Stella is a combination of both jobs that are picking up through our direct relationships, but we also are maniacally focused on having an outstanding candidate experience here.

And so, we want to make sure that no matter what the geography is, whether the candidate is in downtown Atlanta or Denver or Dallas or in a more rural, suburban or rural area, they always are presented with a nice inventory of opportunities. We also source jobs off of a couple different job feeds to ensure that there's always a good number of jobs available to candidates.

MS. HASTINGS: Great, thank you. Are the employers verified? So I think that's --

MR. STEINMANN: Yes.

MS. HASTINGS: -- getting into how do we know if these are legitimate employers?

MR. STEINMANN: Yes, so there's a very explicit process by which jobs appear in the Stella marketplace and these jobs are being sourced directly from the systems of AT&T and Hyatt and Chipotle and Staples and others. So any job opportunity that a candidate sees in our marketplace is also featured on the career side. So we don't have a job -- we really won't -- a candidate won't see a job that they are not going to find also on the career site. So if you find a Staples, for example, or a Hyatt position, in Stella, you could open a new browser window, go to Hyatt.com/careers and you could see the same job up there.

MS. HASTINGS: Great, thank you. Another question, once a young job seeker finds employment by one of the participating companies, does their application stay in the database?

MR. STEINMANN: So the application -- the candidate's application is actually in the system of the employer. So if some -- a candidate decides to make an application, they're doing it -- they're applying -- let's pick on Hyatt again. They're applying to Hyatt and their application's in the Hyatt system, not the Stella system.

What we're holding in the Stella system is a resume. And it's a resume because the candidate said, yes, I'd like my resume to be discoverable. If they find a position and they're hired, they can log in to Stella and they can make their profile invisible. So they're not -- they're not being contacted by prospective companies in the future until they're ready to resume a job search.

MS. HASTINGS: Great, I have two more quick questions. One is, is there a cost to this?

MR. STEINMANN: There's absolutely no cost to the candidates whatsoever. And in partnership with HOC, we're also waiving all fees, all costs to the HOC member companies. We really believe strongly in the mission and we're doing everything we can to -- to be supportive and make this kind of a no brainer for HOC members.

MS. HASTINGS: Great, and then another question, this is maybe a little longer response, but how is the personal information and privacy of the youth being protected in this platform? Is their information being collected or shared? And how does that all work?

MR. STEINMANN: Great question. We are GDPR- and CCPA-compliant. We go through compliance reviews all the time. Literally every time a company signs on, they have that question. Anyone can have their information deleted immediately simply by e-mailing us. And once in a while that will happen and their information is deleted from the database.

And access to candidates' information, basically their resume information is protected by logins. So this -- this platform obviously is not available to the open, general public. You have to be a recruiter at one of the companies on the platform in order to be given access to the database. And each recruiter, each user has a unique login. So we believe that there's -- this restricted access model protects the candidates' privacy and -- but it still enables companies to find these candidates in a very easy, efficient way and help these candidates find their next opportunity.

MS. HASTINGS: Wonderful. Thank you so much. So Charles, you guys wanted to just ask the group, the audience a little bit about their thoughts just after hearing all this information and getting some of those questions answered. So let me turn it over to you, Charles, to do a couple quick polling questions for the group. And we'll remind them of the file share documents. A few folks asked about some information or marketing material to be able to share with young people and other organizations, and those are below. So Charles, in the next minute or two, do you want to run through these polling questions and then we'll move on to CareerOneStop?

MR. HITESHEW: Sure.

MS. HASTINGS: Thanks.

MR. HITESHEW: Yep. Thank you. So first, folks, let's do in real time. Do you think Stella would be a good opportunity for young people you work with? Well, let's see your answers. And we're seeing a lot of yeses, 92, 93, 9- -- wow, yeah. Very good. I think we've only got 9 responses saying no, 11 responses saying no, but about 270 saying yes.

Very good. All right, so, would you like me to go on to the next one?

MS. HASTINGS: That would be great, thank you. Yes, so it looked like it was going above 300 in the -- so that's helpful. Thank you guys for doing that. Next question.

MR. HITESHEW: Thank you. Yeah. How many youth do you work with? We want to get a sense of just how big your caseload is. Interesting.

MS. HASTINGS: Yeah, this is a -- this is a great question, actually, just generally to see kind of the mix of audience members and their -- their organizations. So yeah, it looks like the majority are between one and 50, it looks like. And then we have a good amount that are between 51 -- 51 and 100.

MR. HITESHEW: Excellent.

MS. HASTINGS: And then a number of them that have a real big caseload and with a number. OK, great. And then let's go to the next question, because then I -- last question.

MR. HITESHEW: Last one. Employers who are in need of entry level workers right now, and we're hoping to grow the ranks of youth on the Stella platform quickly. How many youth do you think you could register in the next two weeks? And by the way, we'll be able to track and see how close your approximation was. So first answer, how many youth do you think you'll be able to register in the next two weeks and then by the end of the calendar year, basically December? And if you could type your answer into the chat.

MS. HASTINGS: And this is just -- just a kind of a fun little exercise that Stella thought we could -- and Higher Opportunity Coalition -- we could do just to kind of get a sense of what folks are thinking about and how they might use this. So this is great. We're getting a lot of good information and it's coming in very quickly. But we'll be able to kind of look through this after the webinar.

But we're seeing a lot of good numbers here. And so, it'll be interesting to see in the next few weeks and by the end of the year, just how much -- how -- how many young people may get access to this just from this quick webinar today. So that's super helpful.

MR. HITESHEW: And, Sara, you'll be able to report out to folks in two weeks and at the end of the year how we've done?

MS. HASTINGS: We can do that, yeah, and what we'll do is we'll -- we'll post that information on this webinar recording and the web page for where this recording is, which is where people got on today. So -- so that's all very helpful. This is great information. And then, Laura, do you want to pull up that QR code so we can take a look so people can just see what that is? And then, Charles, you can quickly explain.

MR. HITESHEW: Sure. And this is -- you know, I know some people immediately understand what a QR code is, other people actually have to see it to say, ah, that's what it is. So we just wanted you to get a sense, it's kind of that commercial code that anyone can scan into their smartphone that allows them, in this case, to answer three quick questions, your name, your e-mail and your telephone number. And that literally gets you rolling on Stella. So -- so this QR code has not come up yet. It's a little slow in loading.

MS. HASTINGS: I see it, actually, on my screen, so I know we've got a lot of people on today's call. So there's -- there's some delay and folks in. But I do see it and I think that is helpful. So just a reminder, you can download these documents that kind of explain this information in that file share window.

So I want to thank you, Charles and Josh and Josh, for sharing that really great overview and demo of the platform. And hopefully folks are excited, as we were when we heard about this, because we know -- we hear across the country, how do we ensure that employers are hiring the young people that we serve, that we really want them to know how valuable and give them opportunities to work in these companies. So thank you to you guys.

I want to quickly turn it over now to Tricia to walk us through the CareerOneStop resources and tools that we have available. So here, we'll turn it over to you, Tricia.

Tricia Dahlman: Thanks, Sara. Hi, everybody. I'm Tricia Dahlman and I oversee outreach and operations on the CareerOneStop team. And I'm really thankful to be here with all of you today. We have a lot of tools to help support youth and young adults with job search. So we'll just go ahead and dive right in. I think it's best to share my screen with you so we can go actually out to live sites and look around. So we'll get that set up here.

If you're not familiar – (inaudible) – while that's loading with CareerOneStop -- oh, there we go. Here's the homepage and what it looks like. It's available at CareerOneStop.org. It is a national comprehensive career education and job website.

So being national in scope, it serves all 50 states and U.S. territories, but the data and resources on it are national. You can get national information, but it's also available at the state level and local levels where the data allows. It is free for you and your customers to use. We're sponsored by the U.S. Department of Labor, so there's absolutely no cost to use any of those sites or tools that we look at today.

So the best way to give you, if you're not familiar with the site and overview, is to just go through our main navigation at the top. And just to show you the type of content that we have, we have everything from exploring careers, from career assessments to profiles and videos and then some general content about planning your career. We have training, information, the types of training, everything from high school equivalency to college programs and certifications.

Job search is where we have a lot of content, so we have information about how to plan your search, networking, where do you go to find jobs? How do I write a resume or fill out a job application, interviewing, salary negotiation, and then general job search tips.

And then the next two sections are where we have all of our tools. So we have tools specifically to help people find workforce services in their area, obviously get them connected to American Job Centers, but then also employment and training programs, community services in their area, and then also connected to where they would apply for unemployment benefits in their state.

And then the tool kit is going to be where we have our tools that relate to our content area. So that's where our career assessments would be, occupation profiles, and video training, finders, tools for skills and finding jobs, our salary data, industry profiles, and then some more state and local information.

And then that extremely comprehensive list of information and tools you'll find on CareerOneStop. So often we'll create specialty portals for specific audiences, and that's just a way to kind of condense the most meaningful content and tools for that audience.

So we're going to be spending a lot of time with the young adult section that we have in the websites. But then just to let you know, we also have one for, for example, workers with criminal convictions and older workers, etc.

The sites can be translated into Spanish. Up at the top there is that link and all of the navigation and content will be translated at that time. The only other thing I want to mention on CareerOneStop before we leave it is down in the footer and that's on all of our pages. We have this contact us link. And I just mention that because I know we're going to be kind of running through the sites fast today. So if you have a question that doesn't get answered, just contact us. That site -- that -- e-mails that come in are monitored on a daily basis so we can get your questions answered.

All of the sites and tools that we look at today are also listed in the file share box. You have a new URL list. And so, the sites, the main sites, and all the tools are individually listed with you URLs, so that if you miss how I found it in the navigation, that you could get back to that pretty quickly.

So like I said, we're going to spend our time on the Get My Future website. So that's that website for young -- for young adults and youth. And I could click on that in the footer or I could have used that resources for link. And this is -- or I'm sorry, it was developed in 2016, so it's a few years old, but still relatively new, and what we were asked was to build a site for youth and young adults ages 16 to 24 with barriers to education and employment.

And they really wanted access to success stories and encouragement. So you'll see a lot of stories and quotes and videos of youth sharing their stories across the site. We were also asked to keep it really simple and helpful for first time job search. So that's very different. CareerOneStop, like I said, it's very condensed.

Although the -- the main navigation mirrors CareerOne Stop in a lot of ways, we have just the same categories of careers, education, employment. We have different ways to find support and then that toolkit. But as you'll notice, the lists are a lot smaller than when we were looking at CareerOneStop, so it's that very condensed set of resources.

So we're going to spend a lot of time in the employment section of the Get My Future site today since this is related to helping youth find jobs. But I just want to mention three things. If you are working with young adults to explore careers and identify options for employment, I want to mention two of our assessments.

So the first one is our interest assessment. And this might look familiar to you either because you -- you get my future and this has been on the site since it started. Or if you're familiar with the ONAT interest profile, it mirrors that as well and is powered by that data. So if you know how to use that tool, you know how to use this tool.

And interests, as we know, are just a great way to start to focus on career options with youth, especially if they don't have skills developed yet to really benefit from a skills assessment. And it just tends to be easier for all of us to talk about our skills. So what's -- with this tool I would go ahead and rate myself on each of the activity statements. And after I have completed that, here's just an example of what the results would look like.

So I see the careers that match my interest profile. It is based on the Holland Code. So I get that RIASEC score and I see my career matches and I can easily compare the job outlook, the median hourly wages and then the education required. If that -- if this list of 32 careers was just too long for me to kind of be able to go through, I can also filter on the left-hand side by the education and experience needed.

It can be disheartening sometimes to see a list of occupations that we're just not prepared to do with experience or education. So I can filter those out very easily. I can also filter by the type of match, too, if I just wanted to see the best matches to my interests. Once I found an occupation that was of interest, I would click on it and see an occupation profile and I'll show you that in just one second.

The next assessment I want to show you is one that's new to the site. We just added this work values matcher in June of 2020. So not even a year old yet. And we're really excited to have this because we know that aligning our values to work can really help us feel motivated and engaged in our work and give us a sense of purpose. So this tool will help us do that. And what it is, it's also based on ONAT's work values and it's a card sort activity.

So what I do is I read each of the 20 statements and then I can either drag it to the column of how important that statement is to me from most to least. Or I can click on the column heading while that card displays. And it will drag it down there. I can also move the cards around as I'm trying to decide where to put them. And all of these functions are also available by keyboard. So they are keyboard accessible as well.

And what happens is the magic. The magic is really when you're forced to put only four values into the most important category and make a decision about what is actually essential. So then I'm going to show you what the results would look like. I'm going to find out what value is at the top of my list, and then I'm going to get a short description below of what that value means. And if I want to read more, I would click on that link and get a lot of more information about that value.

We were really sticklers in this career assessment to emphasize how values relate to a specific workplace more than a career choice. And that's a little different than the interest assessment we were just looking at. Values really show up in organizational culture. So we're trying to coach the user in how to recognize whether an employer or a job is likely to share their values. And we suggest that that's done through informational interviews or networking meetings, job interviews, or even just going to the employer website.

But we know everybody does want to get to that list of careers. So this blue button then would take me to a list of careers related to that value. And again, occupations are presented in levels of education or experience so that I can open the category that is most relevant to me. And then, these are all links again to the occupation profile if I wanted to read more about that.

And I just want to show you what that looks like real quick. I've selected here landscaping and groundskeeping workers in Arizona. I'm thinking about the summer and how nice it would be to have a job working outside. And our occupation profile on the get my future site is displayed in cards. And so, each card has a different dimension of that occupation. What do they do on the job? What are the other alternative job titles I might know this job by?

We have career videos for these profiles. And they've just been updated. They're about 90 seconds long and they are really a great way to show someone what the job actually entails. We have wage information, job outlook, education, not only what's needed for entry, but then also a distribution of what degrees people have who are currently working in the field. And then typical tasks.

And for each of these boxes -- so, let's look at training real quick. Most of them are going to have a link for more information. So if this was an occupation that did require a degree, I could click on that to find local training programs in my area. And then they all have this question mark box as well. So I could open that up and get a little bit more context of what it's trying to tell me, as well as where the data comes from.

So as promised, we want to kind of look and see what's in that employment section on Get My Future. So what information do we have to help set youth and young adults up for finding a job? And the first thing I wanted to talk to you about is this idea of the first job. So as an alternative to starting off someone with a career assessment or looking at occupation profiles, this is just a landing page to display different types of entry-level jobs.

So what young adults likely could get without previous experience or special training. So again, just kind of a landing page of different ideas to start the conversation. And they're organized a little differently. So I see categories like food service, retail, and other service, jobs that keep you on the move. Jobs where I spend a lot of time outdoors. So more of those kind of general interest areas or categories.

Another content page in this employment section that might be helpful is ways to get job experience. So jobseekers may need to seek out other options to get experience if they're not having success finding their first or any full-time job. And so, this includes content about options like internships, volunteer work, gig work, part-time jobs and temporary jobs. And what I like about this content is, again, it's very succinct. So it's going to give me just a brief definition of that option. Why would I consider it? And then some concrete next steps of what I would do next if I was interested in gaining that experience.

And then the next step under get work experience would be to actually find the openings. And there can be a lot of different ways that we want to coach youth and young adults where you can find openings. So we talk about networking. We talk about ways to find on social media, using job banks, asking an employer, going to job fairs. And again, just like the content page we were looking at, a brief definition, but then some concrete steps of what I would do next.

And the tool, actually -- I wanted to spend a little bit of time on this Afghan employer because the tool here is really useful. So anyone who's doing any networking or informational interviews or going to find out businesses who may have openings, this business finder is really helpful. And I just want to show you really quick what it looks like.

So it lists more than 12 million employers. So it's kind of the White Pages online of employers. So all I have to do is put a keyword business name and location. And I queued that up for us in the landscaping and groundskeeping workers in Arizona. And I found more than 11,000 businesses in Arizona. And again, these do not -- are not advertising openings, but it's just a great way for youth to find out who are the businesses in the areas they're looking to find a job, just so they know who's in their area.

And if this -- Arizona is a very large area and I can use those filters on the left-hand side to get that down to a list that would be more appropriate. If I were to click on a name -- I'll show you just an example of what that detail looks like. So I can get a little bit more information. Some of them have contact names and then directions and locations.

OK. And then the other tool in that section I wanted to mention about finding openings is obviously our job finder. And these last two tools I showed you, the alternate way to get to them would also be to use our tool kit dropdown navigation. And I could find the business finder, which we just looked at, or the job finder.

And our job finder is going to obviously find job openings. So again, I would use that keyword and location. And here's an example -- again, sticking with my landscaping, groundskeepers workers in Arizona, and I found 188 jobs.

Now our job posting data is updated daily and comes from four different sources. So this is definitely something I want to show you. Right now -- and the default is always the national labor exchange, and that is always going to be the most comprehensive feed. That includes your state's job bank data as well as openings sent directly from employers.

You can also, here on the left-hand side, switch that source to CareerBuilder, Indeed, or ZipRecruiter. So I don't have to change my keyword or my location. I just change the source and I will see those feeds as well.

And I have the same option, like we were looking at the business finder, to do filters. We have a new remote jobs only filter, obviously not going to be as relevant to this search for landscaping workers, but it's great for if you have a job where there are a lot of telework or work from home opportunities, that is going to filter for descriptions that have at least one keyword in the posting for virtual, work from home, or telecommute. So that would be great if you are young adults you're working with have a requirement for a remote setting, that would be a great filter to use for them.

And just really quickly, I'll show you what the detail page looks like, so this all comes from the job bank or the employer, and they sometimes give a little description and then that button to apply. And again, we send them off to either the state job bank or the employer to do that applying.

Let's see -- the other important sections I want to point out really quickly are resumes and interviews. And again -- there we go. Resumes, again, I just want to show you that it's purposely very condensed information. So what are the main sections of the résumé? What information should I include in that resume? And then a download sample that I can download in either English or Spanish to create my own resume. So this is a condensed version.

If you were working with somebody who really needed more information, you could always direct them back to CareerOneStop where we have that comprehensive kind of guide to all of these kind of scenarios.

And then same with interviews. I get a really condensed list of tips for what I do before, the day of the interview, what to take along, arriving at the interview, and what to do during the interview. So that is really quick. But a flyover of what kind of things you'll find on get my future. But I really hope it kind of sparks something today that will be useful in your daily work. So thank you for letting me run through that. And with that, I will stop sharing my screen.

MS. HASTINGS: Great. Thank you so much. So this is really helpful to see, I know, like I said earlier, I know we have a ton of resources on CareerOneStop, particularly for youth. And your team has done an amazing job, but we forget how much is there. So it's a really good reminder. I know probably a ton of people on this call do use some of those, but hopefully this is a good reminder or for some folks that are new to this, they're excited that they've got new -- some new resources and tools to use for our young people. So thank you so much.

So now I want to turn it over and actually, sorry, I'll go back here. Contact information for Charles and Tricia. And if you have specific questions for Stella, you can talk to Josh. You can reach out to Stella directly. But our Higher Opportunity Coalition, you've got Charles's website there and Tricia's contact information as well.

So I'm going to turn it over now to Mitali. And she's going to share with us, with all of you some exciting developments in her org- -- with her organization. And we'll kick it over to you, Mitali.

MITALI CHAKRABORTY: Hi, everybody. How are you today? My name is Mitali Chakraborty. I'm actually going to start my webcam because it's an excuse to put on mascara today to see all of you. I am the CEO and founder of Youth Job Connect. I put up this picture here and a little bit of my background because I think often we wonder why people start organizations and how they got into the sector. And I just wanted to share a little bit of my history and then how it dovetailed and created Youth Jobs Connect.

So I am a product of the Midwest. I'm the Indian from Indiana, I joke. And I had an amazing upbringing as a first generation Indian American and had the opportunity to go to college and university in Atlanta, Georgia, at Emory University, where I was supposed to become a doctor and forgot to become a doctor and found a love for events and special events where I started my career in the music industry.

And after college, I found myself working for what is now the Live Nation office in Atlanta. I am the youngest festival director in the country running a festival for 300000 people, 11 stages, three days. This week some of you might have seen in the news it was Bob Dylan's 80th birthday. And my Bob Dylan story is Bob Dylan was yelling at me and I didn't know Bob Dylan was yelling at me because if you've ever heard him speak, he was mumbling.

So I share this because with -- with a list of some of my former titles, I've recognized over the years how -- how privileged I've been and how opportunity has always presented itself. And mostly because not just that I'm opening doors for myself or taking risks, it's because I have the guardrails and the safety nets that so many people do not. And I just feel so fortunate and I feel so fortunate that my -- my parents came from their small village in India to this country to afford me those opportunities and dreams. And I want to make sure that I continue to use my platform to be able to help others achieve their dreams and have more opportunities.

And so how I landed at Youth Job Connect comes from a little bit of a story of some of you on here might actually know me from running the tech jobs tour a few years ago. If any of your economic development offices had tech hire grants. The Tech Jobs Tour was an offshoot of tech hire in 2017 where we were actually boots on the ground in 25 cities across the country, from Oakland to Milwaukee to Louisville to Charleston, West Virginia to Austin, focused on how do we get more people from nontraditional backgrounds into the tech world.

So we know tech is the growing industry. There's all these open jobs. But how do we actually connect aspiring technologists, some that maybe have been left out, for example, women, people of color, people with LGBTQ associations, veterans and people with disabilities. How do we get them comfortable and willing and offer them the opportunity to -- to gain those skills?

And more importantly, how do we actually connect them to the employers that are willing to hire them if they don't have that four-year computer science degree from Harvard or MIT? And so, the tour was just an amazing opportunity, a year of transition within the highest office of being able to be in communities and recognizing that jobs are not red or blue, jobs are purple, and everybody is just looking for a way to kind of move up in the world.

And I share this because although those tours were focused on those already within the workforce, 25 and older, during the day, because I had the pleasure of Megan Smith, the then-outgoing CTO of United States, with me, we visited middle school, high school, in school and out of school time programs that were focused on STEM learning and really got to learn what young people around the country were learning around science, technology and math.

And what I recognized was in the evenings when we host these recruiting events that would have anywhere between 300 to 3,000 people at them, wow, wouldn't it' have been amazing if we brought the young people into the room so they could see people that look like them working towards their goals and dreams of working in the tech world?

And so fast forward, I was not able to invite the young people to our recruiting and mentoring events that we had in these cities just because I didn't have bandwidth or capacity. I was a small team of two and a half-ish people running a national tour. I started working in the DEI kind of world and consulting phase, and I found myself last summer as I was unfortunately working with different non-profits who had to downsize because of the pandemic, I was asked by friends of mine at the Digital Harbor Foundation in Baltimore to help preserve their summer youth program, Youth Work for the city of Baltimore.

So I was behind the scenes as a part of this rapid response team of like, how do we save these dollars? How do we create some sort of program that will actually allow young people to work safely, potentially from home? And then, how do we actually help the actual program administrators onboard all these employers and young people through some sort of digital process?

Many of you didn't have those processes in place last year because everything was kind of analog or in offices. And we really kind of rapidly helped change the digital infrastructure of the program in Baltimore. And as I was working on Baltimore, I was actually tapped through a grant to say, hey, Mitali, can you do that thing that you did with the tour and connect with all these people across the country really quickly?

Because summer jobs are being canceled all across the country and young people are not going to be able to get unemployment. They're not going to be able to get PPP. They're just going to be without work and they're not going to have any sort of redirect. And so, as I started calling and emailing people that I've met throughout the past few years, it was really hard to get a hold of people.

And really, it was actually this time last year, a year into George Floyd's death and the protests that started across the country, is what I recognized was how difficult it was often to find these amazing programs that many of you are leading, how difficult it was to find resources for young people that were out of school and out of work trying to get back into the system, learn so much about different programs and different school systems that didn't have proper wifi, didn't have proper devices.

And I came across this picture that went viral, a gentleman by the name of DeVonté Joseph. Some of you might have seen it. He's from, I believe, Twin Cities, so the Twin Cities of St. Paul area. And he went out and took this picture to kind of remind people that it's not just young people protesting in the streets because of these wrongful killings. They're protesting and marching for their future and for their future opportunities.

So I share that just because this comes from a place of personal reckoning and personal reflection of what can I do from what I learned in the workforce space and diversity, equity, inclusion space, and make sure all of the resources and dollars flowing into our communities actually hit these amazing programs that are laying the foundation for young people to start entering the workforce. And so, I do what I do best, is I put out some big, audacious goals and then try to figure out how we're going to build tools to meet these goals.

And so after speaking with amazing program leaders across the country, from Birmingham to Milwaukee to Atlanta to Baltimore, I learned how many programs are oversubscribed and struggling to redirect young people to a place to find jobs and find resources to help them find those jobs. And that many communities are struggling to create opportunities for young people that set match high growth sectors, youth interest, and are accessible, potentially hybrid and/or don't require a physical presence and could potentially be a remote work opportunity.

So we put these big, audacious goals out there and we're going to meet them by building tools. I do -- I am not at the place where CareerOneStop and Stella and the Higher Opportunity Coalition. We are actively building right now with an amazing team. Here just in screen grabs for you to see what we're hoping to launch by June 8th.

Just so you know, everything that we do is -- is designed with youth at the table. We have a small youth advisory board that advises us on the language, the imagery, and so on. So we make sure that everything is friendly to the audience of young people across the country. The site will be Youth X jobs, which the X standing for the connection point between youth and jobs and other resources.

In the work that we've been doing, we've been ensuring that we've been talking with young people constantly, and one of the things that they said, it's not just about the job, it's about all the other supports that are supposed to go on, that come from professional development. How do I find a mentor? How do I get mental health support? How do I learn about financial literacy? And that's where this information around get support, build skills.

Similar to CareerOneStop, we're going to have some of that information available. We'll highlight specific national and local programs that have those offerings. The site will also allow local businesses and nonprofits to post jobs. So if you're a program that's having a hard time recruiting, we want to help you connect to those young people so we can make sure that your program is listed in this first version of this MVP.

We're going to have to ping outward quite a bit but in future iterations as we build and continue to raise money as a nonprofit, we want to be able to work directly with you to provide a better backend management system where you could -- you could track the talent that are connecting directly to the employers that you're recruiting. And we can help kind of amplify those opportunities.

So I know I was crunched on time, but I wanted to share how you could work with us, where you can partner with us by e-mailing me at Mitali@YouthJobConnect.org, or I believe Laura dropped in some links that you could connect with us. And when we say partner with us, it's that we want we want to provide you with some tools, some digital tools that will reach youth.

I have also -- I joked, if you saw that first slide, my new title is going to become chief old person. And that's because everybody on our small team and all contractors, including our digital campaign strategist, are under the age of 25.

So we can partner with you, you can help amplify the importance of summer jobs. And we're also asking you to potentially nominate a youth ambassador. We have some paid stipends available for young people to help get the word out in their community of how to find a job and how to connect to these resources.

In addition to that, as we work to get this platform out and most importantly, the youth facing and connect youth opportunities this summer. We want to also drive commitments for the employer and philanthropic sector. So how can we work with you and local either anchor businesses, the Fortune 1000 companies, but more importantly, also small- and medium-sized businesses. How do we get them involved in hiring young people in their community and be the platform and infrastructure to make that connection and pairing for you all a bit easier?

And also, the last thing I will say, is that we do know that we need to pivot these programs and the economy to match not only high growth sectors, but also youth interests. And surveys out there show that young people really want to be able to connect to more entrepreneurship, small business, the greater economy, health care, green jobs. We are working actively to figure out ways that we can help design those programs, find best practice and help with that implementation.

So all my information. Sara, thank you so much. Look out for our launch June 8, and we look forward to supporting all of your local efforts and amplifying them. And most importantly, let's get more young people jobs. Thanks so much, everybody.

MS. HASTINGS: Wonderful. Thank you so much, Mitali. That's a great way to end. All of this is great information and it was wonderful to hear from all of our presenters today. As you can tell, there is just a ton of information and tools and resources out there. And we hope this information was helpful to all of you. We know it was a lot out there, a lot of good information.

If you guys have questions or anything following up, you have some of the contact information from our presenters. And you can always reach out to us at Youth.Services@DOL.gov. So thank you to everybody. Thank you to Charles and Josh and Josh and Tricia and Mitali for your time today. And thanks to all of you for joining us. We hope this was helpful information. And thank you for all of your work that you do to help young people access jobs and opportunity. So have a great, wonderful day and we'll talk to you all soon. Thanks so much.

(END)