



GROW DETROIT'S YOUNG TALENT™ 2011 Summary Program Report

A Successful Summer Developing Detroit's Young, Talented Workforce

Seventeen year old **Alan Alexander** is not the typical Detroit youth featured in news headlines. He fancies himself as an aspiring chef. His registration with the 2011 Grow Detroit's Young Talent program resulted in a placement in the Y.M.C.A. youth work and learning experience program. Based on his career interest in the culinary arts, he was assigned to work at the *1917 Bistro*. His exposure in the program proved fruitful in many ways. Not only did young Alan gain valuable work experience during the summer but he was selected to prepare foods for a high profile event with Detroit's Mayor. In addition, he was featured by major program sponsor, **DTE Energy Foundation** on radio station WJR providing more exposure for his exceptional culinary talents. During his summer work experience, Alan was selected as the Superstar Employee in a Worksite motivation contest. His reward was a trophy and gift certificate. The *1917 Bistro* owner provided a more tangible reward. Alan has been offered longer-term employment with the restaurant which will feature entrees created by this young, talented chef.

Eighteen year old **Precious Ansley** is another youth who is representative of Detroit's latent talent. Her registration with the 2011 Grow Detroit's Young Talent program resulted in a placement for a first-time work experience at Lutheran Social Services. After only a short amount of time, the worksite's leadership began to count on her in her role as a part of the organization's



17 year old Alan Alexander was allowed to showcase his extraordinary culinary skills



Desert Anyone? Alan's creations may be featured at Detroit's 1917 Bisto.

team. Lutheran Social Services' leadership requested to double the funding to the youth employment program in order to extend Miss Ansley's length of employment from six weeks to twelve weeks.

Alan and Precious are but examples. These two youth are highly representative of the hidden talent of Detroit youth. There are many additional examples, too numerous to list in a summary report. The 2011 Grow Detroit's Young Talent program provided more than 1,000 Detroit youth with a vehicle to experience the world-of-work, to get paid earnestly, to experience volunteerism, to express their talents, and to shine.



18 year old Precious Ansley's had work earned her a lengthier assignment in 2011.

The GDYT and The Detroit Youth Employment Consortium

In collaboration with the Detroit Youth Employment Consortium, City Connect Detroit launched the Campaign to Grow Detroit's Young Talent in May of 2009. Led by Detroit Mayor Dave Bing, The Skillman Foundation CEO Carol Goss, and Compuware Corp. CEO Peter Karmanos, Jr., the goal of the initiative was to supplement the federally-funded summer youth employment program with work and learning experiences funded by the private and philanthropic sectors. In 2010, the campaign raised more than \$1 million to provide quality employment opportunities to more than 600 Detroit youth. The sources of funds included private foundations, small businesses, corporations, and non-profits. In 2011, campaign efforts increased and the amount raised grew to more than \$1.6 million providing nearly 1,100 additional employment opportunities for youth.

Major Funding Partners

On behalf of Detroit's talented youth workforce, it is with much gratitude that we express appreciation to all funders of the 2011 GDYT program. The major program funders are listed below.

- Skillman Foundation
- DTE Energy Foundation
- Wal-mart Foundation
- Max M. and Marjorie S. Fisher Foundation
- Bank of America
- Chase Bank
- Fisher Foundation – Next Generation
- Compuware

Grow Detroit's Young Talent™: An Innovative Model

The Grow Detroit's Young Talent (GDYT) initiative provides age appropriate, safe, high-quality, enriching, paid, and un-paid work experiences (job shadowing, internships) and life and employability-skills training to Detroit youth, ages 14-24. The initiative's structure and design consists of several key components that are based on best practices and woven together to form a comprehensive and integrated approach to achieving the initiative's goals and objectives.

GDYT Framework – Youth Corps Components

- Youth Corps 1 – Public
- Youth Corps 2 – Private
- Youth Corps 3 – **Skillman** / Neighborhoods
- Youth Corps 4 – **DTE Energy Foundation**
- Youth Corps 5 – Unpaid Work Experiences
- Youth Corps 6 – Learning Experiences
- Youth Corps 7 – Co-Investments
- Youth Corps 8 – **Skillman** / Innovative Partners
- Youth Corps 9 – Population-based

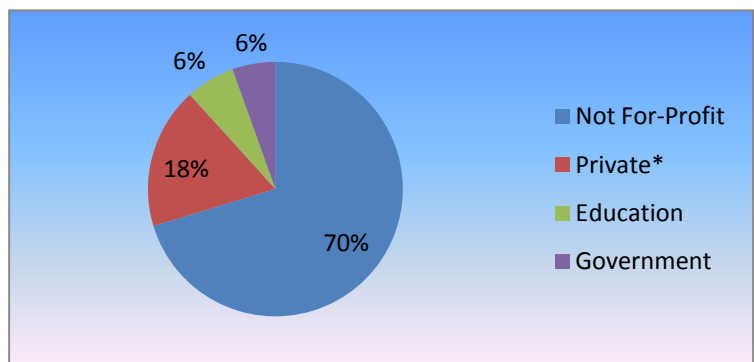
Participants are recruited through community-based organizations enabling the initiative to help provide cost-efficient, year-round services to youth.

2011 Youth Placement Activity

- 1,066 Youth Placements
- 1,755 Additional Placement Inquiries

Worksite Distribution (by Industry)

Not-for-Profit	90
Private	23
Education	8
Government	<u>7</u>
Total Worksites¹	128



Through the 10 year old Summer in the City program, 6 GDYT placements resulted in more than 30 additional youth being exposed to community service.

¹ Total worksite count does not include Innovative Partner sites.

2011 GDYT Initiative Enhancements

Building on an outstanding first and second year program in 2009 and 2010, the 2011 GDYT initiative included many enhancements.

Increased Fundraising Innovation

An innovative partner initiative spearheaded by the **Skillman Foundation** led to the leveraging of a \$20,000 investment into an additional 85 GDYT youth placements.

In addition to a substantial contribution to the 2011 GDYT program that netted 350 youth placements, the **DTE Energy Foundation** coordinated fundraising activities to create additional placement opportunities for Detroit youth.

Expanded Program Partnerships

City Connect Detroit, as the GDYT program manager, was able to expand the 2011 GDYT initiative activities to include the **Detroit Junior Police Cadets**; a long-standing, well-respected youth training program.

Workplace Wellness

GDYT staff researched information for worksite supervisors on the city of Detroit's Department of Health and Wellness meals initiative. Youth at eligible worksites received nutritious breakfasts and lunches every day at no charge.

Realizing Early Alternatives to Learning (R.E.A.L.)

Life skills development and academic enrichment curricula were made available through the GDYT R.E.A.L. program which addresses work-related topics including coping skills, academic grade recovery, and exposure to entrepreneurship.

Career Resource Portfolios

To further enhance youth employability, youth were provided with an information-packed career development portfolio. Contents included resume guides, interview tips, career resources, academic enrichment tools, and a private journal.

Devyn Reed

Age: 16

Worksite: Pay It Forward

This was my first job and they really made me work. But it felt good to be treated like an adult and it felt good to be able to handle having a job.

DeQuan O'Neal

Age: 15

Worksite: Neighborhood Service Organization

I learned that I can work with people of different races and all kinds of people and get along with them. Thanks for keeping me busy this summer.

Vanuard Williams

Age: 16

Worksite: Neighborhood Service Organization

It's cool to say that my first job was working on computers. I learned how to install software. When I started I didn't know anything about them. I can use this forever, pretty much.

2011 - Timeline of Major GDYT Activities

Date	Key Activity
June 13, 15, 17	Worksite Supervisor's Orientations at 163 Madison
June 18	Brightmoor Youth Orientations
June 20, 22, 24 & 27	Youth Orientations at 7310 Woodward Pre Work Readiness Assessments
June 25	Youth Orientations at DTE
June 25	Brightmoor Worksite Supervisor's Orientation / Youth Interviews & Placement
July 5	Six Week Youth Work / Learning Experiences Begin
July 11 – All Week	Jr. Police Cadets Worksite Supervisor's / Youth Orientations
August 27	DTE Foundation – Celebration of Youth
August 19 & September 2	Post Work Readiness Assessments Career Resource Portfolios Distributed
September 1	Worksite Supervisor Evaluations Distributed
July 22 August 5 August 19 September 2 September 16	Youth paycheck distribution dates at 7310 Woodward