

# 100,000 OPPORTUNITIES INITIATIVE

December 2016



## 100,000 OPPORTUNITIES Initiative





# About 100,000 Opportunities Initiative

December 2015

5.6 MILLION  
AMERICANS  
BETWEEN 16 & 24  
ARE OUT OF  
SCHOOL AND NOT  
WORKING

**About.** Launched in August 2015, **35+ major companies** have joined one of the largest employer-led youth focused movements in the United States to create more pathways to **economic opportunity** for young Americans.

**Goal.** Engage at least **100,000 Opportunity Youth** – 16-24 year olds who face systemic barriers to jobs and education – by 2018 through apprenticeships, internships, and part-time and full-time **jobs**.

**Approach.** The 100k Opportunities Initiative will achieve this through:

Employer-Led  
Communities of Practice



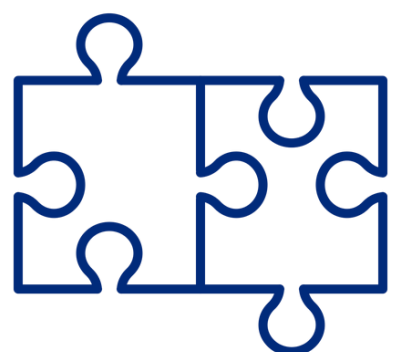
Direct Hiring



Demonstration Cities &  
Spark Events



Strategic  
Investments



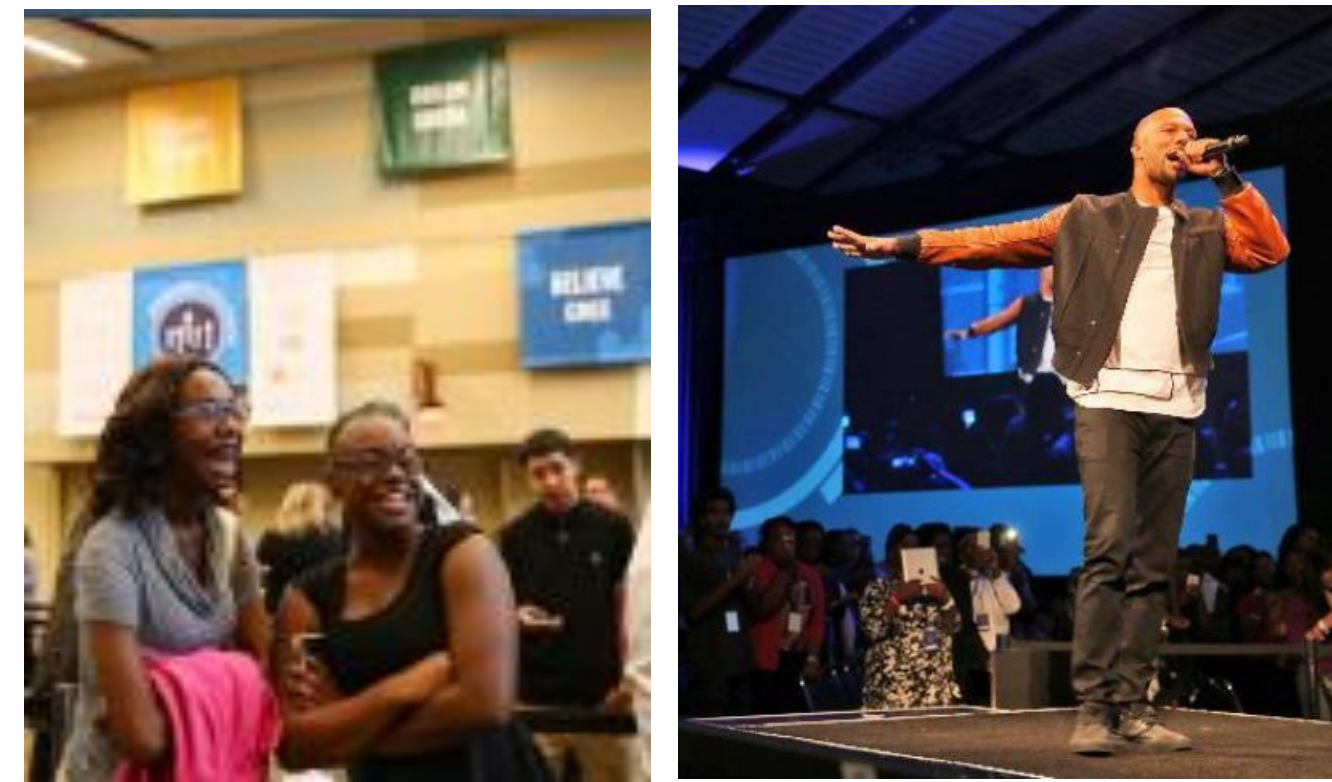


# Opportunity Fair Video



# Opportunity Fair Results

January 2016



In 2 events, **1300+** job offers extended,

**6,000+** opportunity youth impacted,

**~2,500** interviews,

**70+** community-based organizations involved,

**500+** volunteers,

...and, hundreds of new resumes, job applications, mock interviews, new outfits, workshops, mentors, and new connections made





# Los Angeles Opportunity Fair Proposal

January 2016

## Objectives

1. Create opportunities for at least 4,000 opportunity youth to connect with services and employers
2. Create momentum for ongoing investment, spotlight, and efforts to re-engage youth in LA

**February 11, 2016:** 9 am to 4 pm

**Target:** 4,000 - 5,000 Youth

**Jobs:** 23+ companies hiring, 2,000+ pre-scheduled interviews + on the spot interviews available

### 1 Job Readiness

Resume station with 100+ computers & printers  
Mock interviews & interview prep workshops  
Connections to support services like work training, document procurement, record expungement, etc.

### 3 Education

College & community colleges  
High school equivalency & reengagement  
Workshops on financing, admissions, and more

### 5 Community Engagement

Services to help youth engage and give back, including voter registration, community service, and youth leadership

### 2 Career Exploration

Networking with companies & 1000+ pre-scheduled interviews  
Job application computer stations & support  
Other support services, including apprenticeships

### 4 What's Next

Support services including: Banking & Financial Literacy Services & Support, Mentorship, Housing, Food Handling Permits & transportation  
Goal setting and job skills workshops

### 6 Inspirational Stage Moments & Fun

Transformative stories amazing speakers, food, makeovers, and other engaging activities

# LA Opportunity Fair Job Opportunities

**Geography:** roles are available across the region, and candidates will be placed based on their geographical preferences to the degree possible

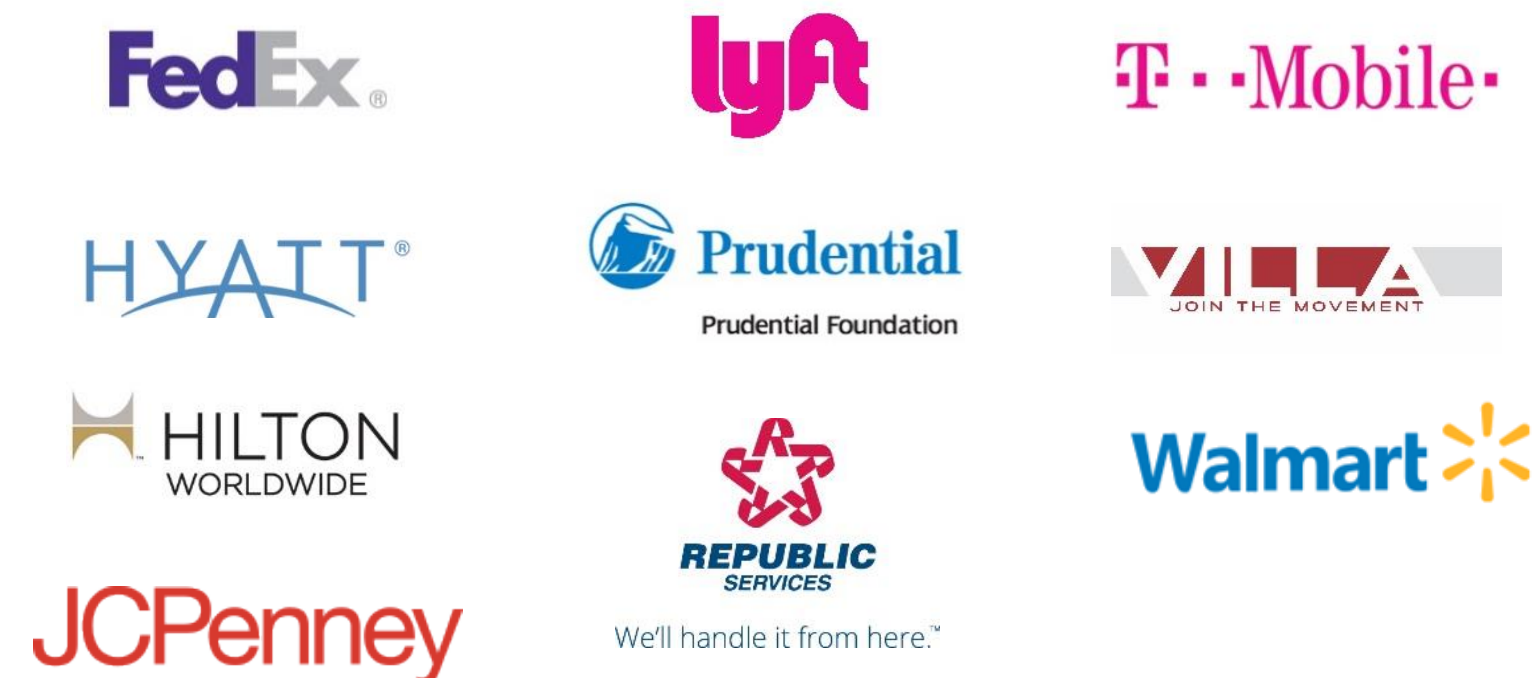
**Jobs types** include sales and retail associates, cooks and bakers, drivers, shift supervisors,

Some jobs are **18+**

## Pre-Scheduled & Walk-In Interviews



## Walk-In Interviews Only



*2,000+ interviews slots available for youth to "pre-scheduling"*

*Youth will be able to schedule up to 2 interviews in advance, until all interview slots are full*



# Youth Outreach Framework

January 2015

## Activate Network of Agencies & CBOs

- Work with the extensive network of agencies, CBOs, caseworkers, teachers, and other networks
- Put challenges out to the most organizations that drive the most youth to the event

## Direct Outreach to Youth & Influencers

- Partner to reach out to youth directly through text and email lists, such as youth engaged in summer employment programs or who have applied for training programs or national service efforts but not been accepted
- Campaigns through community leaders, churches and others

## Broad Media & Social Media Campaign

- Use the platform of the coalition PR teams to reach youth and influencers (parents, guardians, etc)
- Create a tool kit for community organizations and leaders to leverage





# Opportunity Fair Registration & Readiness Process

January 2016

## Registration (Prior to Event)

### Visit Website

100kOpportunities.org/LA  
to learn more about the fair and register

### Confirmation

Youth will receive email and/or text  
confirmations with all details about the event

### Reminder

Youth receive email and/or text  
reminders 24-48 hours prior 2/11



### Register & Select Interviews

From the website, youth will be able to  
register through a series of simple  
questions and schedule up to 2 interviews  
as slots are available.

**Registration Available 1/11 or sooner**

### Applications

If youth schedule an interview their confirmation will  
include application information. They **MUST** complete an  
application in advance of their interviews. If youth cannot  
apply in advance, they will be able to apply at the fair.

### Attend!

## Walk-In

Providing for capacity, walk-in and day of registrants will be welcomed. They will complete the same registration process on site and will be able to meet with companies and other services.





# We Need Your Help!

January 2015

“I believe in the talent that lies within our young people, and I know that when we give them a real chance, they will achieve and soar.”

- Common

- 1. Register & Prepare Youth** for the event
- 2. Spread the word** in your organizations & in the community – tell your leaders, your staff, your partner organizations and your communities. A social media tool kit will be available mid January
- 3. Volunteer!** There will be opportunities for you or your teams to support the event. Volunteer registration will be open 1/11 on [100kOpportunities.org/LA](http://100kOpportunities.org/LA)



Thank You!

Questions? [your info here]