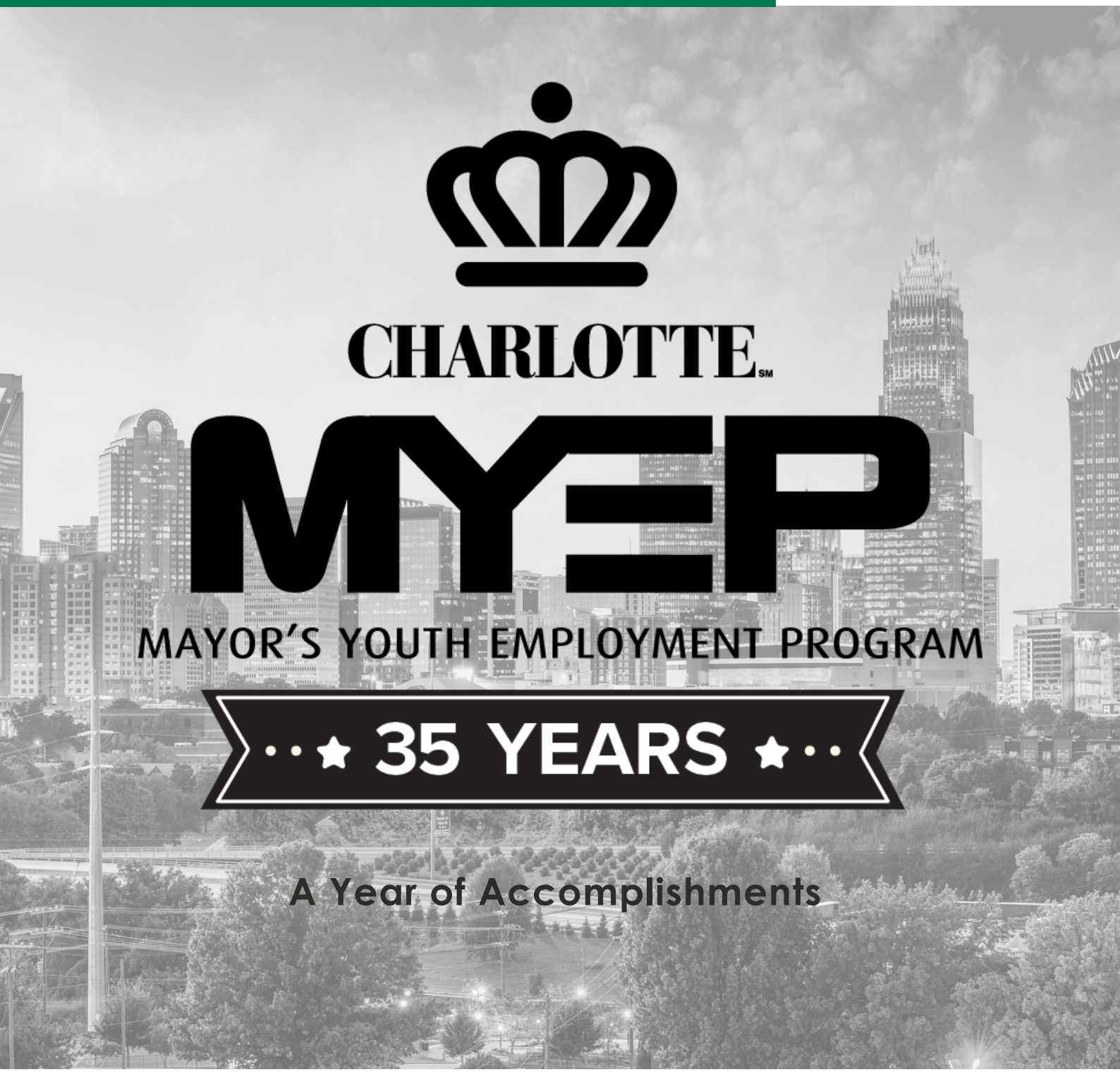
Annual Report

MAYOR'S YOUTH EMPLOYMENT PROGRAM

CITY OF CHARLOTTE



2020 - 2021 EDITION

Letter To Stakeholders

The City of Charlotte Mayor's Youth Employment Program (MYEP) celebrated its 35th year of operation this year. Over the course of the year, more than 700 Charlotte youth participated in work-based learning opportunities managed by the City of Charlotte's Youth Programs division.

COVID-19 still significantly disrupted standard business practices and a sense of normalcy across our country. The Mayor's Youth Employment Program was determined to continue it's commitment to providing impactful work experience for Charlotte youth. After receiving accolades from the N.C. Department of Commerce and Bloomberg Report for piloting our virtual pathways last year, we continued to grow the program, offering an additional pathway in Sports Marketing & Entertainment.

We provided six virtual pathways, while we continued to partner with excellent organizations that provided traditional or hybrid work-experiences for youth. We grew our capacity from last year, working with 52 organizations to provide 168 traditional placements this year.

Youth who were not assigned to a specific employer were placed in a robust, virtual internship experience that combines asynchronous and synchronous elements, engaging students on multiple platforms including Linkedin Learning (asynchronous) and Radius Learning (synchronous). The MYEP team developed 287 paid work-based learning opportunities that were managed virtually. MYEP participants engaged in work for approximately five hours each day for four days each week.

This work wouldn't be possible without the valuable contributions from our stakeholders. We are grateful for the contributions of new partners Truist and Duke Energy, as well as our established partners Bank of America, Accenture, Atrium, Sealed Air, Siemens Energy and Charlotte-Mecklenburg Schools.

As we celebrate 35 years of the Mayor's Youth Employment Program, we reflect on the challenges and achievements thorughout the year. We are grateful for your continued support.

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CHARLOTTE MYEP
MAYOR'S YOUTH EMPLOYMENT PROGRAM
35 YEARS

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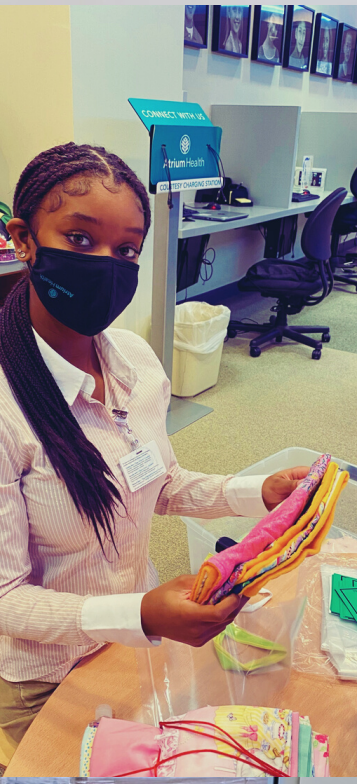


INTRODUCTION

The Mayor's Youth Employment Program (MYEP) mission is to provide all Charlotte youth with equitable career development opportunities to explore the world of work, build social capital, and enhance economic mobility.

To accomplish this mission, the MYEP team builds partnerships with businesses and organizations in the private, public, and non-profit sectors across Charlotte Mecklenburg's Metropolitan area who provide career experiences for MYEP participants.

These partners deliver paid work-based learning opportunities that help youth develop career goals, stay in school, achieve academically, and enhance social skills that enable them to succeed in life.

This report details programs, partnerships, and initiatives that MYEP cultivated over the 2020-2021 school year to bring innovative and meaningful opportunities to students.

287 youth completed paid virtual pathways

168 youth completed paid work-based learning

762 youth completed job & career readiness training

MORE THAN 47,000 HOURS WORKED

MORE THAN $480,000 EARNED IN WAGES

40 STUDENTS OFFERED EXTENDED EXPERIENCES

"I have learned a lot about the professional work environment, as well as about myself. My experience has taught me what to expect and what I need to improve on."
-Roopasree Velraja, MYEP Participant

DESIGN AND IMPACT

The MYEP offers a safe, quality experience that builds on the MYEP legacy of building skills while building social capital.

The MYEP team set a goal to serve 500 Charlotte area youth through paid work-based internship experiences during the 2021 fiscal year. In the fall of 2020, 762 youth participated in the MYEP's prerequisite Job & Career Readiness Training.

These youth were invited to apply for a placement in the summer 2021 internship. To apply students completed a drug screening and background check, provided their resume, and participated in a virtual interview. This virtual platform provides the modern interviewing skills that youth need in today's job market. Of these, more than 500 completed all requirements making them eligible for placement with a MYEP host employer.

PROJECTS	DETAILS	OUTCOME
Job & Career Readiness	Prepares young adults for the rigor of their first job and provides training on financial literacy, customer service and soft skills required to go from job applicant to employee	• Youth who are confident in their skills ready for the workplace
MYEP Process	Match youth who have been carefully interviewed, paired with a company based on specific needs and interests	• Youth receive a paid internship • Gain firsthand career development
MYEP Outcomes	Youth gain perspective that help them determine their potential college and career paths.	• Students confident in their self-efficacy skills • Social capital in competitive fields

The MYEP partnered with University of North Carolina - Charlotte Center for Education Measurement and Evaluation to learn more about the habits and success of participants. They found that youth 86% of youth intend to use their earnings for savings.

43%

Plan to use their MYEP earnings for college savings

43%

Plan to use their MYEP earnings for savings/investments

JOB & CAREER READINESS

Work-based learning programs provide both social and academic benefits for students. In a seven-year study of one California work-based learning program, researchers found that minority students participating in the program entered college at twice the rate of non-participating minority students, and that college enrollment rates were higher for all students in the program when compared to local and state student populations (CART, 2011).

The City of Charlotte's Youth Programs team provides high school students the opportunity to participate in career readiness training free of charge. The Job & Career Readiness Trainings (JCRT) prepare youth with the skills and experiences to confidently enter the workforce. This virtual experience covers job readiness, interview preparation, and essential skills. This training is the first required step an interested student must take in order to pursue MYEP eligibility.

STUDENTS GREW THEIR UNDERSTANDING

Through JCRT, students were more confident in their skills for the workplace, including:

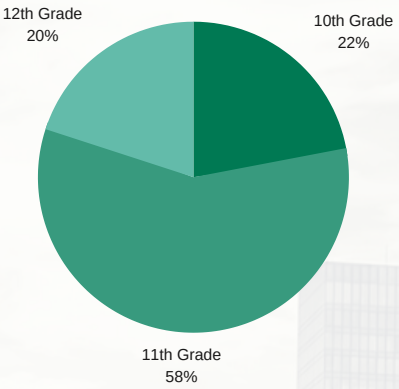
- Developing their soft skills set
- Best methods to effectively communicate in the workplace
- Preparedness for job interviews
- Ability to compose a professional resume

"From the very start of the application process, all throughout the career trainings and interviews, I felt as if I was preparing myself for something more than just the MYEP. I believe that the program is structured in such a way that it sets students up for any and every job opportunity they may have in the future. "

-Arushi Vaish, MYEP Participant

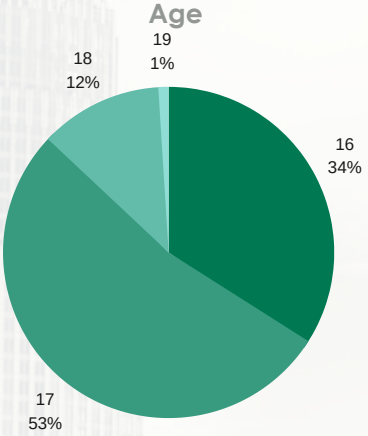
PROGRAM DEMOGRAPHICS

Grade

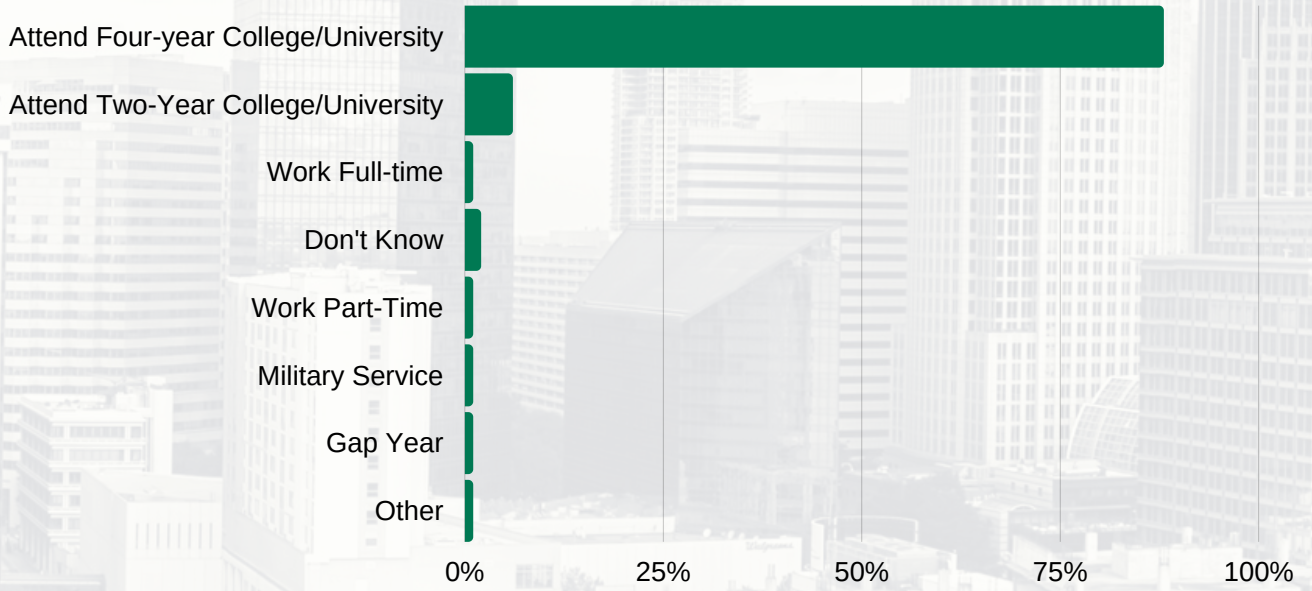


Students are not required to identify their gender

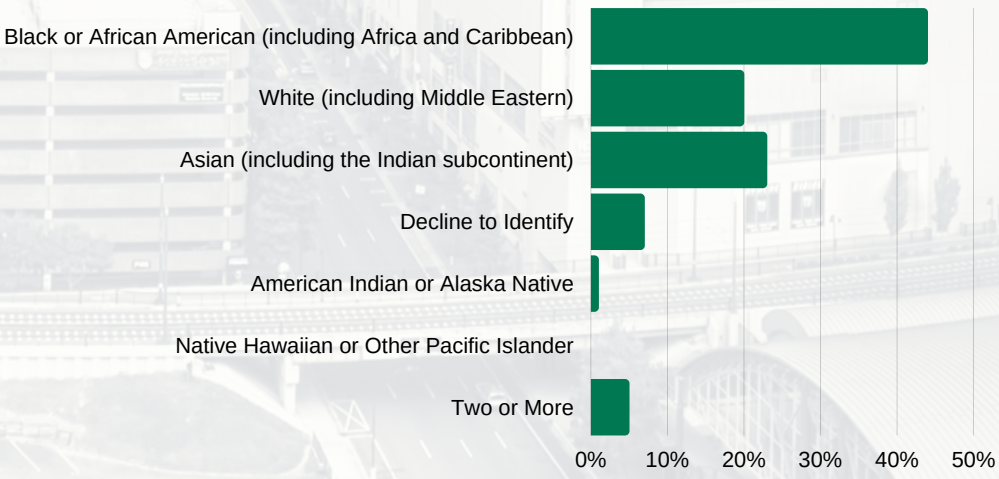
Age



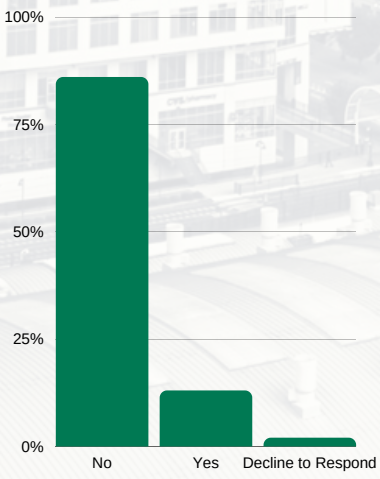
POST GRADUATION PLANS



ETHNICITY



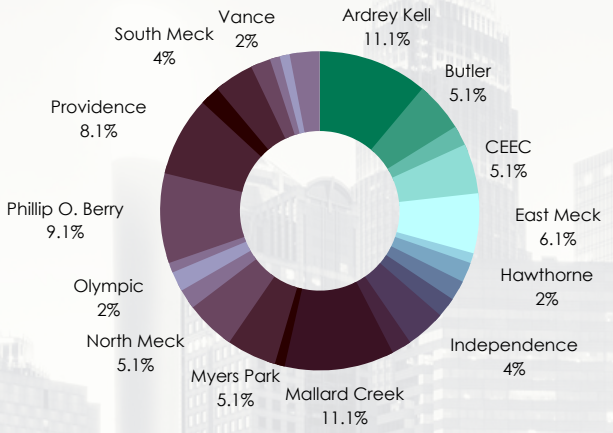
HISPANIC/LATINX

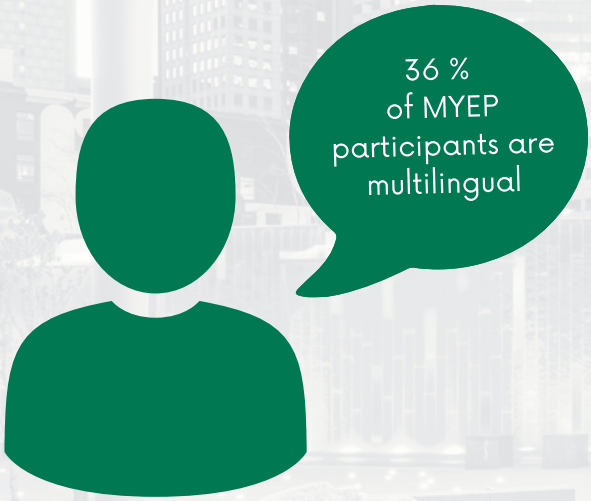


FACTS & FIGURES

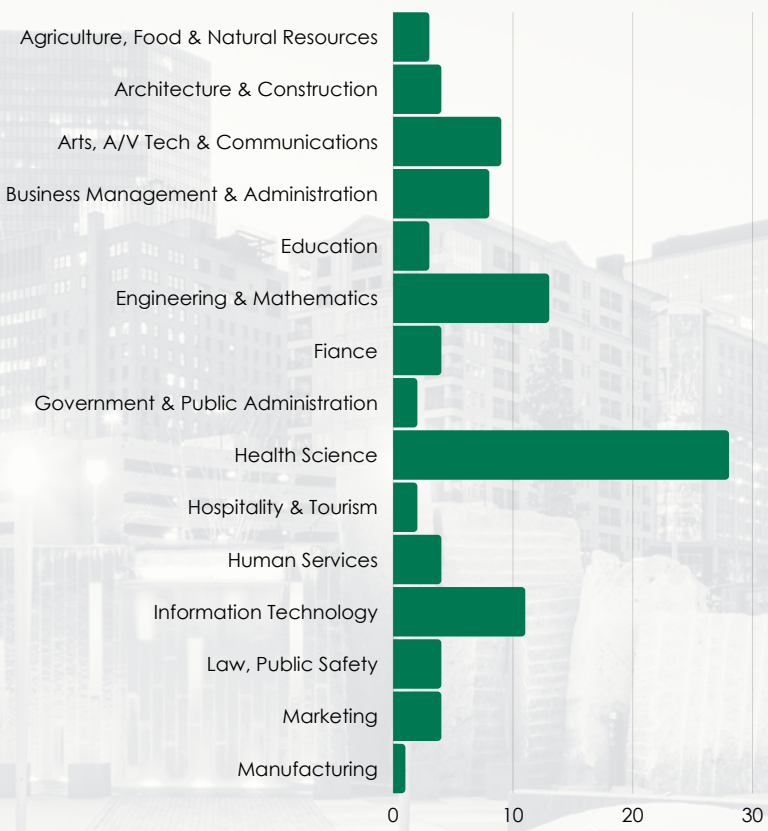
MYEP participants explore careers, hone skills, and gain exposure to models of professionalism, which creates pathways to attainable career goals. The MYEP provides all Charlotte youth with career development opportunities.

Schools Represented





Student Career Interest Cluster



Industry experiences provided

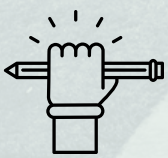
STEM

Architecture & Construction

Finance

Business Management

Health Science


Education

Arts & Communication

Manufacturing

Human Services

Information Technology

Sports Marketing & Entertainment

Innovation

"The fact that I was able to work with other people that had the same interests and passion as me was so fulfilling and encouraged me to keep on working hard!"
-Jana Pak

TRADITIONAL PATHWAY

The MYEP continued to work with businesses and organizations able to provide valuable work experience for youth either in-person, virtually, or a hybrid. Although the program lost partners due to Covid-19 last year, we grew opportunities for youth this year. The program prioritized safety through all experiences and students earned over $480,000 in wages from June to July.

Quadrupled

the number of host employers providing placements from 2020.

Doubled

the number of traditional placements for youth from 2020.

52 businesses

helped to simulate jobs in demand with industry leaders across Charlotte's major sectors.

169 positions

designed to expose students to potential careers and better understand the world of work.

100% earned above minimum wage

Paired with a financial literacy app, students set up a budget-saving over $36,000.

19,143 hours worked

Gaining meaningful time and experiences in the workplace. These hours were completed by July 23, 2021.

Traditional Pathway Partners

100 Gardens
Accenture
Atrium Health
Balfour Beatty
Bank of America
Blumenthal Performing Arts
Brownstone Construction
Builders Bridge
Camp North End
Inlivian
Carolina Panthers
Carolina Youth Coalition
Central Piedmont Community College
Charlotte Bilingual Preschool
Charlotte Mecklenburg Schools
ClickFold Plastics
Corsan
CREED (Center for Racial Equity in Education)
CRVA
Developmental Disabilities Resources
Digi-Bridge
Discovery Place
Firstlight Home Care
Freedom School Partners
Harvey B Gantt Center
Heart Math Tutoring
Hope Haven
Hunter | Everage
Iris Solutions
LAWA (Latin American's Working for Achievement)
LS3P
Matthews Free Clinic
Mecklenburg County Clerk of Superior Court
North Carolina Business Committee for Education
Carolina Raptor Center
Red Ventures
RJ Leeper Construction
Robinson Bradshaw
Sabor
Smith Family Wellness Center
South End Dentistry
Speedway Children's Charities
Studio 345
The Firehouse Casual Living Store
The Whiting-Turner Contracting Company
Tillman Insurance Advisors
Trial Court Administrator's Office-26th Judicial District
Turner Construction
United Mechanical Corporation
Wilson Air Center
Wurth Wood Group

"I wanted to get the job experience, as well as to see what organizations here in Charlotte focus on my interests. I remember on the application it gave you options for what you're interested in, and there are so many options. I think [the MYEP] is a great opportunity for anyone."
-Emely Hernandez, MYEP Participant

VIRTUAL PATHWAYS

The MYEP received numerous accolades for piloting the virtual pathways last year. While Covid-19 continued to pose challenges in 2021 to create meaningful work-experience for eligible candidates in-person, the MYEP was able to expand its virtual pathway opportunities in partnership with Radius Learning. In addition to pathway-specific learning, youth attended civic leadership, financial literacy, life skills, and master class workshops each week.

6 pathways
designed to simulate jobs in demand with industry leaders across Charlotte's major sectors.

50+ professionals
contributed to pathway-specific learning through Master Classes, Life Skills, and Civic Leadership workshops

15 companies
engaged with students in virtual pathways

28,700 hours
of work-based learning completed by July 23, 2021

SIEMENS Ingenuity for life — Advanced Manufacturing	**21 youth created 3D models and infrastructure solutions to reduce carbon emissions**
Business & Finance	**41 youth designed a financial app concept for residents facing wage loss**
accenture — Technology	**49 youth designed an app to help small businesses succeed in the new economy**
Healthcare	**78 youth developed a solution to expand access to remote healthcare**
Sealed Air Re-imagine — Innovation	**48 youth developed a solution to significantly improve quality of life in Charlotte by 2030**
NASCAR — Sports Marketing & Entertainment	**50 youth created a marketing strategy to ignite the next generation of NASCAR fans**

"The pathway has taught me more about proper time management, meeting deadlines, and given me a taste in the professional workplace."
-Geoffrey Gribbs III, MYEP Participant

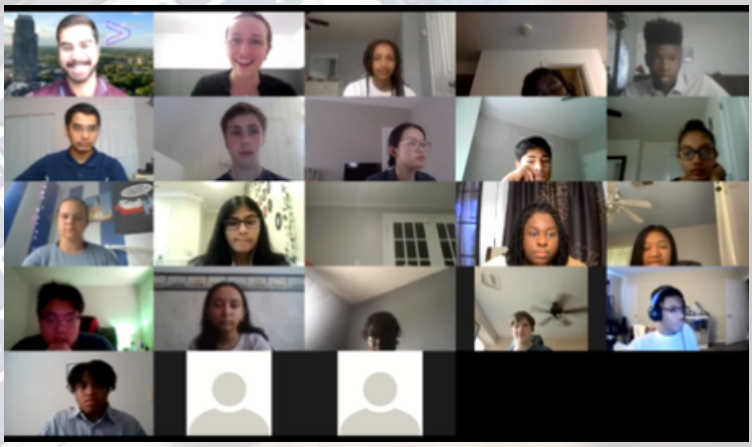
REAL-LIFE LESSONS

The virtual pathway participants completed synchronous and asynchronous work specific to their pathway. To provide youth with a holistic experience youth also participated in weekly live sessions focused on financial literacy, life skills, industry masterclasses, and civic leadership. More than 50 Charlotte professionals engaged virtually to provide lessons from the world of work in real-time.

Students shared that their favorite live sessions were the weekly Industry masterclasses. Here, youth learned from and built social capital with industry leaders across the six pathways.

30 Industry Masterclasses
Notable guests included:

- **Nicholas Rinz, Technology Strategy & Advisory Consultant at Accenture**
- **Phil Read, CEO at Read | Thomas LLC**
- **Rick Scot, Vice President of Global Information at Bank of America**
- **Hynek Lettang, Generator Technical Services Manager at Siemens Energy, Inc**
- **Sheria Richardson, University Recruiter at Truist**
- **Dr. Michael Ruhlen, Vice President of Medical Education at Atrium Health**
- **Debra Jones, LCMHCA, NCC, Mental Health Therapist at Smith Family Wellness Center**
- **Justine Tobin, Managing Owner of Tobin & Company Investment Banking**
- **Dave Dabson, Director of Asset and Property Management at Beacon Partners**
- **Pete Jung, Chief Marketing Officer at Nascar**

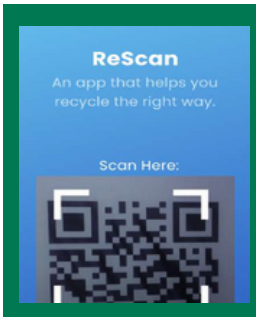


"Sometimes in the corporate world, with our normal inward focus on business matters and tactical decision making, we can forget the impact that outreach can have on young people. Your program reminds us of the importance of outreach. I think all of us can remember someone who spent the time with us during that period in our forming lives. Sometimes it just takes several moments of silence to remember, acknowledge, and develop the desire to pay it back."

- Hynek Lettang, Siemens Energy, Inc.

REAL-LIFE APPLICATIONS

In the virtual pathways, youth worked to develop solution concepts for real-life projects and presented them to the lead employers. Youth met with subject matter experts each week to better understand their industry needs. At the end of the program, youth submitted their final projects. Below are a few solutions youth proposed.



Innovation Pathway

ReScan

ReScan is an app that helps you recycle the right way.
My solution is to make sure every single product sold has a QR code that when scanned shows if the product is recyclable or not.

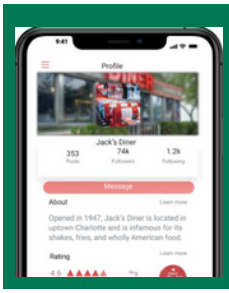
Megan O'Donnell, Ardrey Kell High School

Sports Marketing & Entertainment Pathway

Eco Merchandise

Create a line of products using recycled items from NASCAR tracks (tires, cans, etc.) to appeal to a new crowd of fans

Mary Berger, North Meck High School



Technology Pathway

FoodWeb

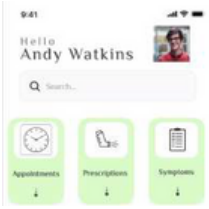
Similar to the Nextdoor app, which focuses on houses rather than restaurants, this app will be a great place for local businesses to connect, collaborate, and reinvent with other small business owners.

Amrita Pathak, William A. Hough High School

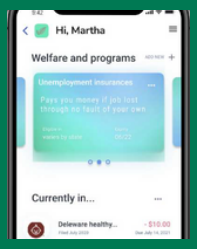
Healthcare Pathway

COPD Now

This app supports individuals with pulmonary diseases to manage their condition in the wake of COVID.



Khushi Patel, Hopewell High School



Business & Finance Pathway

The Give Network

Helping unemployed individuals find the right benefits, programs, and services to navigate into their next life chapter. Users can connect with financial professionals, find suitable services, and read up on informative articles as well as submit their own.

Danielle Deavers, Hopewell High School

Advanced Manufacturing Pathway

Electric Air Taxis & Vertiports

My solution is a Vertiport that will allow for electric transportation through Lilium aircrafts. Electrical air taxis transport passengers while producing no carbon emissions. It is more efficient as there's no traffic and can go faster than a car.

Nu Ka, Phillip O. Berry High School

MYEP AMBASSADORS

We are excited to welcome the inaugural class of Mayor's Youth Employment Ambassadors this year. The program recruits alumni to share their MYEP experience and benefits with their peers, parents, and the public.

The MYEP Ambassadors program is open to all participants who have completed at least one full year of the MYEP and received accolades from their host employer and/or the MYEP staff. These Ambassadors provide a diverse representation of the program. They must be a second-year participant or a graduate from high school and the MYEP in good standing; meaning, they completed the program and received accolades from their host employer and or the MYEP staff.

WHAT THEY DO?

- Speak at local, regional and national events
- Address students, parents, clubs and neighborhoods about the MYEP
- Share their experience with community partners
- Represent MYEP as an event volunteer
- Share MYEP material with peers to encourage registering for the program

"MYEP opened doors for me that I never even knew existed!"
-Soukhena Hunter, MYEP Ambassador

Please welcome our first class of Ambassadors!

Danya Hussein

Tylan Deams

Jordyn McManus

Soukhena Hunter

Ryan Stukes

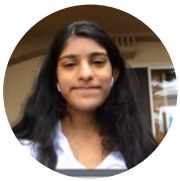
Emely Hernandez Urbina

Aleah Kersey

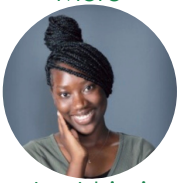
Anukul More

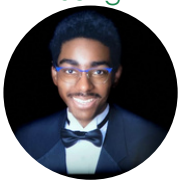
Sarah Jung

Tigest Aboye


Shrika Renganathan

Arushi Vaish


Lys Ishiari


Dwight Boone

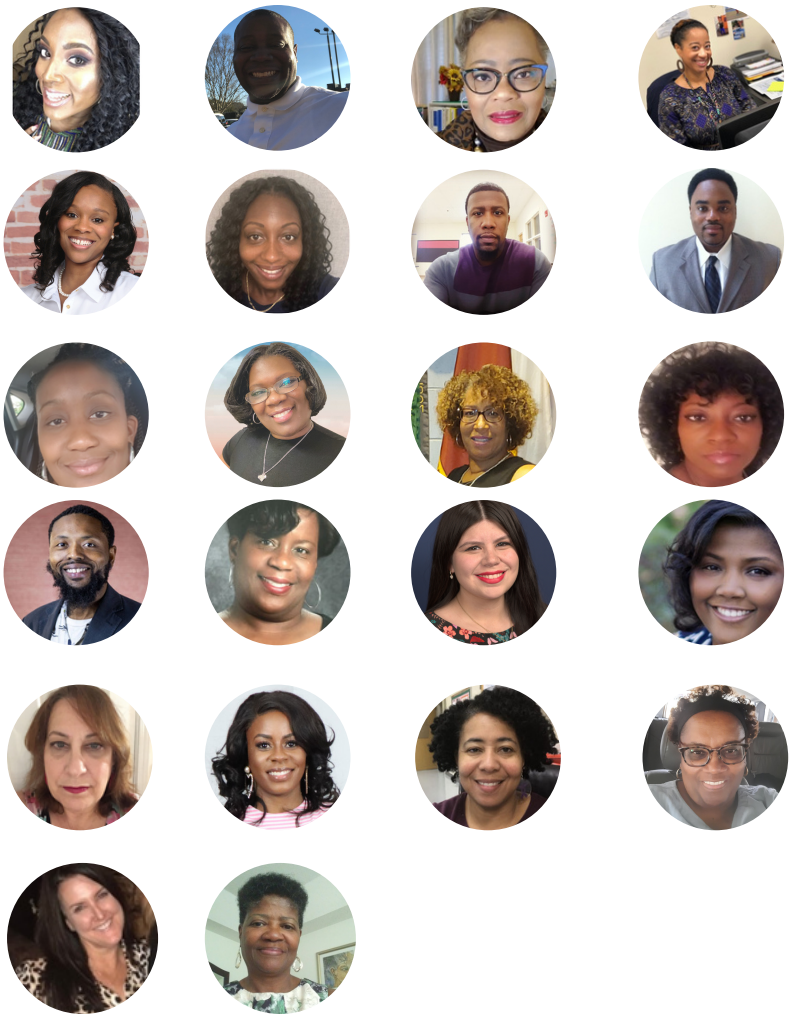
Ruiling (Amy) Zhang

Acknowledgements

27 teachers across Charlotte-Mecklenburg Schools joined in to guide youth towards pathway completion.

Teachers from CMS, Career and Technical Education served as Team Leaders.

We appreciate their time and dedication in serving as mentors and monitors to participating youth.



Jean Brendel
NW School of the Arts

Brain Broadie
West Meck HS

Alexis Broome
North Meck HS

Alice Christian
Mallard Creek HS

Kaysi Clark
West Meck HS

Terrance Daniels
West Meck HS

Doc Dillard
South Meck HS

Terri Donegan Sanchez
South Meck HS

Dion Duke
Hawthorne Academy

Ivanna Guitterez
Phillip O. Berry HS

Keith Hargrave
Phillip O. Berry HS

Demetre Harris
Myers Park HS

Shadava Jackson
Julius L. Chambers HS

Dawn James
Hough HS

Vinese Judd
Julius L. Chambers HS

Kendra Keith
Garinger HS

Jennifer Kennedy
Cochrane Academy

Tangee Kizer
MLK Jr. Middle School

Pam Kromah
Rocky River HS

Chris Lowe
Garinger HS

Christopher McKnight
Phillip O. Berry HS

Robin Nelson
West Charlotte HS

Altrenna Patterson
Marie G. Davis

Tasha Sherrill
Ardrey Kell HS

Brooke Spells
Independence HS

Elijah Watson
Ranson IB Middle

MeMee Winston
Olympic HS

"I did not want to leave the visit because I was learning so much. The interns learned about hardware this summer and how to install Promethean boards. What made my visit special was the passion for teaching from Mr. Moss and the interns' willingness to learn. Mr. Moss said he loves working with the MYEP interns. In particular, he said they are intelligent, and the interns love to work together."
-Elijah Watson, Team Leader sharing his experience at Encore Technologies

THANK YOU!

We'd like to give a BIG thank you to all of our host employers and sponsors as we celebrate 35 years of the MYEP! Your commitment to our youth is a commitment to Charlotte's success!