100,000 OPPORTUNITIES INITIATIVE
December 2016
About 100,000 Opportunities Initiative

December 2015

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

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

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

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

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

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

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

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.

Walk-In Interviews Only
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

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

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

Application
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.

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

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
   - WorkSource challenge to register at least 50 per center.
   - YouthSource challenge to register at least 100 per center.

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
Thank You!

Questions? Lisa Salazar.lacity.org