

The Power of Youth



This summer, the Mayor's Summer Youth Employment Program introduced its newest initiative — NOLA Youth Corps. This creative component features community revitalization projects. In a partnership with various providers, students learned about the environment, worked toward developing workforce skills and

participated in multiple community service projects throughout the city.

With one provider — Models for Success, LLC — the program hosted 330 students on the campus of Dillard University. In addition to service projects, student-learning involved professional image development, specific career path identification, and a focus on building basic goal-setting and planning skills. Each participant created an initial 'Life Plan' to be used as a beginning compass for guiding their decisions. They also developed a base-level resume to begin capturing and detailing their workforce experience.



On the days set for community projects, students worked in various neighborhoods. They were greeted with enthusiasm by residents, who honked horns and stopped by to inquire about this new City initiative.



"At first, my daughter was not sure about the program, having to go out and to work on these types of projects," said Ms. Stafford, a parent whose child participated in NOLA Youth Corps. "But she came home telling me that she enjoyed her job and all the different things they learned in the classroom. For her, it was a great experience."



"The NOLA Youth Works-Models for Success program has prepared me to become a better person," wrote Chelsea B. in her essay. "The mentors have also taught me the importance of group effort, collaboration and team work in whatever field or career I decide."

It is clear from the perspective of many who participated this summer, that they were not only provided an opportunity to learn, but also a chance to serve and impact the lives of others.

Your NOLA Youth Works Snapshot



NOLA YOUTH WORKS
SUMMER EMPLOYMENT PROGRAM
MAYOR MITCHELL J. LANDRIEU

NOLA Youth Works employed more than 1,600 youth this summer. In addition to their typical work schedule, over 1,200 youth provided 49,200 hours of community revitalization services to 9 local neighborhoods — Central City, Mid-City, the Lower Ninth Ward, Gentilly, New Orleans East, Algiers, St. Claude/St. Roch, Treme and Broadmoor.



Youth Spotlight

On a New Path

Urra is enrolled in college and hopes to major in communications or psychology.

Urra always wanted to be the best. But at the age of 19, he found himself involved in the criminal justice system. However, he was one of the fortunate ones, who instead of receiving jail time, was given a choice to attend the IMPACT Program for 6 months. The program helped him realize that he needed to make some serious changes.

After completing the IMPACT Program, Urra was released on parole. Despite his desire to change, Urra could not find employment because of his felony conviction. Two years later, he made a pivotal decision to accept services offered at the "Call-In" hosted by Mayor Landrieu's NOLA for Life Group Violence

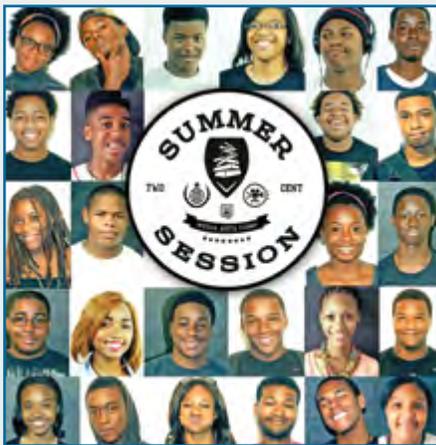
Reduction Strategy (GVRS) program. GVRS is a violence reduction strategy designed to assist individuals who have a criminal history connected to group or gang involvement. At that meeting, Urra met the Office of Workforce Development Director, who connected him to NOLA Youth Works (NYW). He, along with six other young men, participated in a mentorship training organized by NOLA Youth Works Works and after successful completion, was offered employment.

NOLA Youth Works Coordinator, Jason Degruy, worked closely with Urra and described him as a young man who had the desire to do better but needed guidance to reach his goals. "We were happy to point him in the right direction but he did all the hard work on his own."

Urra is enrolled in college and hopes to major in communications or psychology. He has secured permanent, full-time employment and is looking forward to continual improvement. A proud father of two, he is on a clear path to live a productive life. Urra only sees the positive and expresses gratitude for his new beginning.



Students Produce Videos to Create Change



During this summer's youth employment program, 2-Cent Entertainment challenged 28 youth in New Orleans to "Create Change" using media. In an intensive, 5-week media arts program held at Xavier University, the teens created videos that addressed important topics with the goal of making a difference.

The short film videos – "Empathy Rangers", "Uncollared", "Stop The Shooting", "Don't Like", and "PEEPS" – demonstrate the basic concepts of digital media production that the students learned, while providing the students with a way to express their thoughts on how to best tackle the city's crime issues.

The films addressed the five pillars of the NOLA FOR LIFE plan and debuted at a special screening this summer.

Using professional video equipment and editing software to create the final project, the students incorporated mainstream media with social awareness and gained valuable media arts skills. (The videos can be found at www.2-cent.com/summer-session).

Students in the program also completed a community revitalization project in the Hollygrove neighborhood. To encourage reading, students created a Book Garden, a place where neighborhood residents can access books. They hope to see more Book Gardens around the City in various neighborhoods.



Youth Spotlight

Strong Skills for the Future

Twice a week, students learned about the importance and sustainability of community gardens.

Assurance for Tomorrow's Leaders (ATL) Instilletos Girls Enrichment and Mentorship Program, in partnership with NOLA Youth Works, enrolled 27 female students into their summer program.

ATL provides a comprehensive curriculum to aid adolescents in their successful transition into adulthood. The curriculum includes life, social and entrepreneurship trainings to promote college readiness, service-learning projects, age appropriate events and much more.

During this summer's program, students created a community garden in conjunction with the City's revitalization initiative. Twice a week, students learned about the importance and sustainability of community gardens. At the completion of the project, youth were filled with pride when they saw how their hard work transformed an empty space into something beautiful that everyone can enjoy.

An Honorable Summer

First year cohorts of the Honore' Center for Undergraduate Student Achievement were dispersed throughout the City of New Orleans this summer in an effort to expand their skills, as well as give them insight into the operations of key agencies and organizations that impact the lives of the citizens of New Orleans.

Young men of the Honore' Center participated in the Mayor's Summer Youth Employment Program, NOLA Youth Works and worked behind the scenes at RTA, the city's only mass transit system. The cohorts also participated with other agencies such as Healthy Start New Orleans, Total Community Action, Inc., Kingsley House, Cumulus Broadcasting, Baptist Theological Seminary, the Mayor's Office of Neighborhood Engagement and the Louisiana Supreme Court.

Summer employment was a high priority for all Honore participants. NOLA Youth Works ensured that all members were offered an opportunity for summer employment. At the conclusion of their experiences, they beamed with confidence and plan to use the knowledge gained to make important future decisions.



(left to right), Honore' men Louis B., Gregory L. and Donald B. at the RTA

Summer Employment Enhances Career Goal for Job Corps Student

Keithsal A., a student at New Orleans Job Corps Center, spent her time with the the NOLA Youth Works Summer Employment Program learning the odds and ends to running a radio station. The lessons learned during this experience will help Keithshal achieve her career goal of working in a medical office after graduating from Job Corps.

"It was exciting," said Keithshal, "I got to see how the announcers record and how they post things to the station's Facebook page and

I saw the station's deejays playing music on the air. I was answering the phones in a professional office so that was a learning experience – taking calls and referring them to the right person."

While she admits to being nervous on her first few days on the job at WWOZ radio station – "all those computers and buttons and switches in the radio studio" – she says with a smile, "It turned out great."

Acknowledgements

The Mayor's 2013 Summer Youth Employment Program, NOLA Youth Works (NYW), experienced a banner year with more than 1600 youth employed. Over 49,200 community revitalization hours were provided to local neighborhoods. With the additional financial support, dedicated strategic partnerships, streamlined inter-department cooperation, and local businesses we have exceeded program expectations.

Special thanks to our philanthropic partners. This year NYW received financial contributions from Goldman Sachs Gives, the United Way, and Chase.

We would like to acknowledge our program partners who provided additional learning opportunities for youth and increased program capacity.

The 2013 program partners are: Total Community Action, New Orleans Recreation Development Commission (NORDC), Louisiana Public Health Institute (LPHI), EverFi Financial Literacy, Girl Up! NOLA, and NOLA for Life.

We would like to recognize our colleagues in various City departments and agencies who ensured program integrity and efficiency. Our City partners included the Mayor's Office, the Office of Community Development, the Department of Finance, and the New Orleans Redevelopment Authority (NORA).

Cheers to the hundreds of local businesses who provided a safe and meaningful work experience for our youth.

We look forward to working with you next year. Please contact nmcoleman@nola.gov to become a partner in 2014.



Mayor Mitchell J. Landrieu
Chief Elected Official

Nadiyah Coleman, Executive Director

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Calendar of Events

On-Site Recruiting Events

(3400 Tulane Ave., 2nd Floor)

- August 1 - 5 - COSTCO Warehouse - 10:00 am - 2:00 pm
- August 1 - Worknet Staffing - 9:00 am - 12:00 pm
- August 6 - AT&T - 9:00 am - 2:00 pm
- August 8 - Sam's Club - 11:00 am - 1:00 pm
- August 13 - Veterans Job Fair (UPS and More) - 10:00 am - 2:00 pm
- August 14 - Manpower - 9:00 am - 12:00 pm
- August 22 - Milwright - 10:00 am - 2:00 pm

Work Readiness Workshops

(3400 Tulane Ave., 2nd Floor)

- August 7 - Applications, Assets and Staffing Agencies 9:00 am - 11:30 am
- August 7 - How to Choose a Career 1:30 pm - 4:00 pm
- August 14 - Job Hunting in the Urban Community 9:00 am - 11:30 am
- August 14 - Keeping a Job 1:30 pm - 4:00 pm
- August 21 - Applications, Assets and Staffing Agencies 9:00 am - 11:30 am
- August 21 - Resumes and Cover Letters 1:30 pm - 4:00 pm
- August 28 - Resumes and Cover Letters 9:00 am - 11:30 am
- August 28 - Interview Skills & Techniques 1:30 pm - 4:00 pm

Work Readiness Workshops

(3520 General DeGaulle, Suite 1030)

- August 5 - Applications 2:00 pm - 3:00 pm
- August 12 - Job Hunting in the Urban Community 2:00 pm - 3:30 pm
- August 19 - Resumes and Cover Letters 2:00 pm - 3:40 pm
- August 26 - Interview Skills and Techniques 2:00 pm - 3:40 pm

Customer Service Training

By Appointment Only

Call to Inquire About Training at (504) 658-4500

All recruiting events and workshops are open to JOB1 members.
To become a member, please register at the JOB1 Business and Career Solutions Center.



3400 Tulane Avenue, 2nd Floor, New Orleans, LA 70119
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