

**2017
COLLEGE CHANGES EVERYTHING®
CONFERENCE**

**July 20, 2017
Tinley Park, Illinois**

Planning and Implementing Successful Career Programming: Tools for Nonprofits

Presenter Profiles



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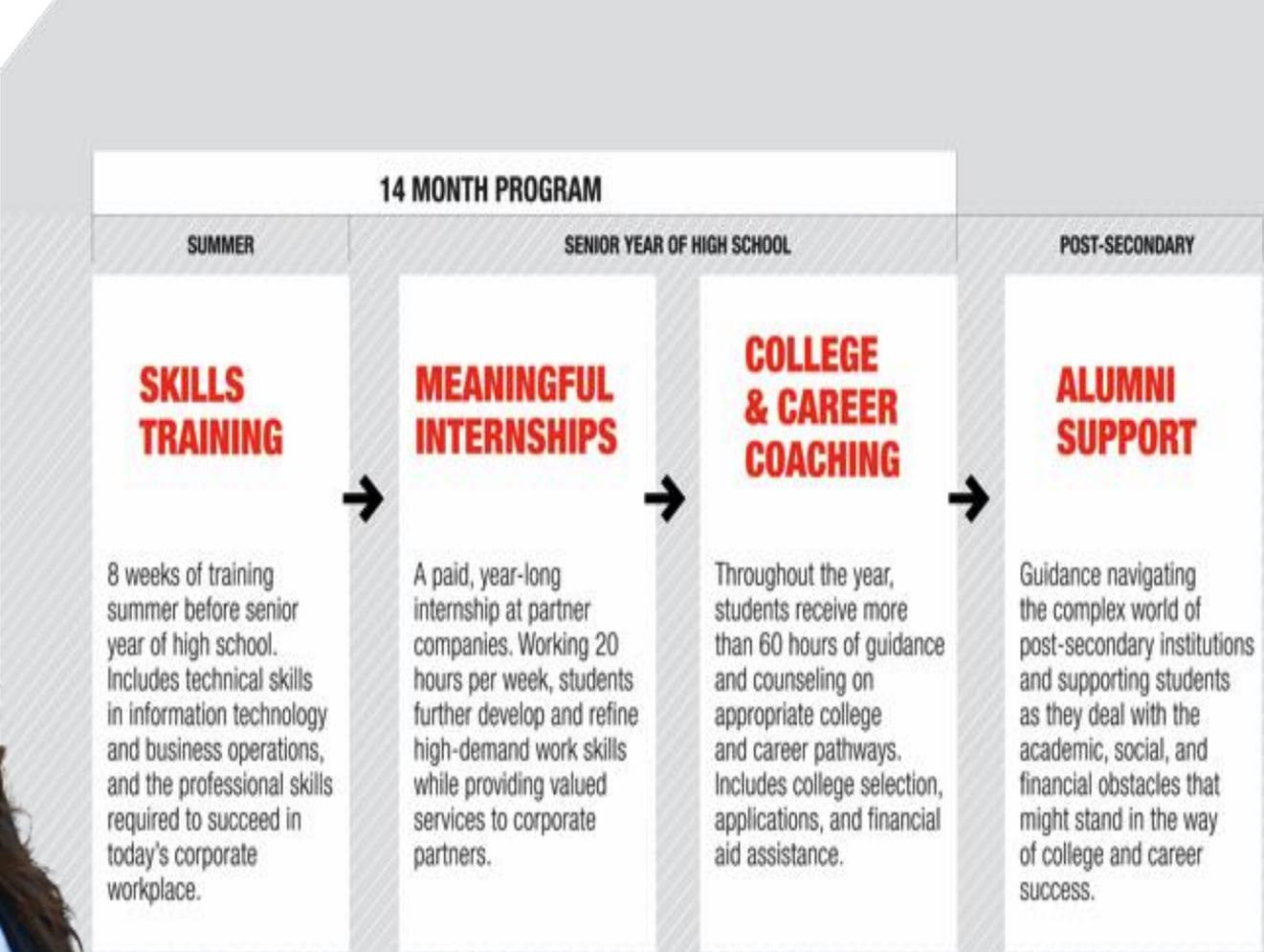
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Agenda & Learning Outcomes

At the end of today's session you will be able to:

- Understand current research and why career programming is key
- Identify new ways to implement career programming at your site in the following areas:
 - Job Shadow
 - Mentoring
 - Preparing & Connecting Students to Job Opportunities

Genesys Works Model



Genesys Works Student Profile

The Quiet Middle

Academic Averages

- GPA 2.89
- ACT 20

Income Level

- ~95% qualify for Free & Reduced Lunch

Race/Ethnicity

- 50% African American
- 40% Latino
- 10% Other

Gender

- 60% female
- 40% male

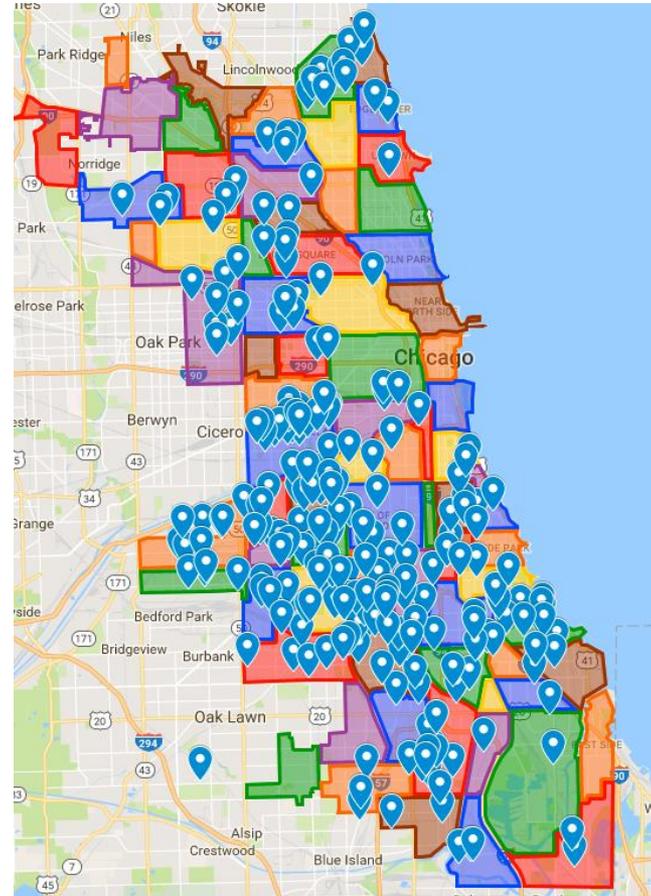


Genesys Works Student Profile

CPS and Charter School Students

- Traditional neighborhood high schools: Curie, Farragut, Juarez, King
- Charters: Instituto Health Sciences Career Academy, Perspectives, Muchin (Noble Network), CICS

Genesys Works Student Addresses



Top Attending Post-Secondary Institutions

- University of Illinois at Chicago
- City Colleges of Chicago-Harold Washington
- University of Illinois at Urbana-Champaign
- City Colleges of Chicago-Richard J Daley College
- City Colleges of Chicago-Malcolm X College
- Northern Illinois University
- City Colleges of Chicago-Wilbur Wright College
- Saint Xavier University
- Illinois State University



Genesys Works Chicago Alumni Overview

- 487 Current Alumni
- Support provided 6 years following high school graduation
- 96% enroll in college
- 72% are persisting or have graduated



Genesys Works Chicago Alumni Program Goals

60% of alumni to graduate with a post-secondary credential



Earn \$35,000 by age 25



Program Strategy:

1. Life Skills
2. Postsecondary Education
3. Career
4. Engagement

Genesys Works Chicago Alumni will be prepared to be independent, educated, and career ready, and therefore ready to be economically self-sufficient.



Career Undermatching (Pliska, 2016)

Career undermatching

- “...Phenomenon in which talented, college graduates from low-income families wind up in jobs that don’t match their abilities or ambitions. Instead, they work in jobs that are less stimulating than they want, below their skill set and qualifications, offer lower pay scales and provide fewer opportunities for advancement.”

Causes of career undermatching

- Assumption college graduates are prepared for the workforce
- Lack of understanding on wide array of career options
- 2/3 of employees are hired by people they know
 - Lack of social capital
- Discrimination: White-sounding names illicit 50% more callbacks than African American names (Bertrand & Mullainathan, 2002)
- Employers hire candidates culturally similar to themselves (Rivera, 2013)

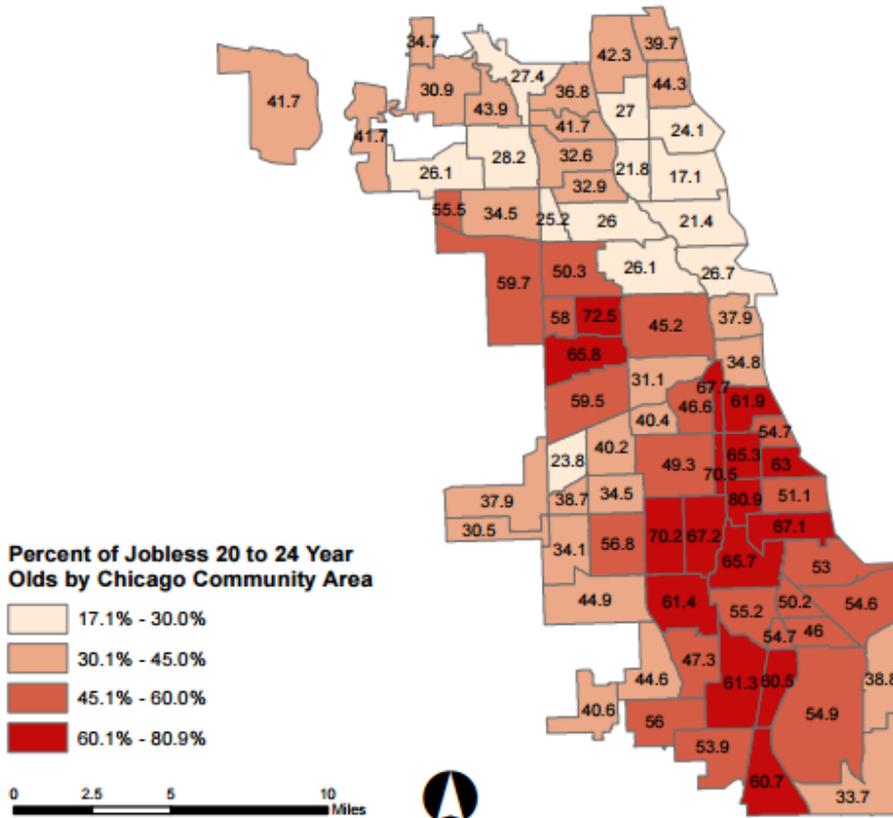
Causes of career undermatching

- Assumption college career centers are preparing students: high caseloads (1:859 average), lack of resources
- Lack of paid internships: Internship experiences increase interview rates by 14% (Silverman, 2016)
- Bachelor's degree holders from low income households earn 1/3 less than middle income households (Hershbein, 2016)



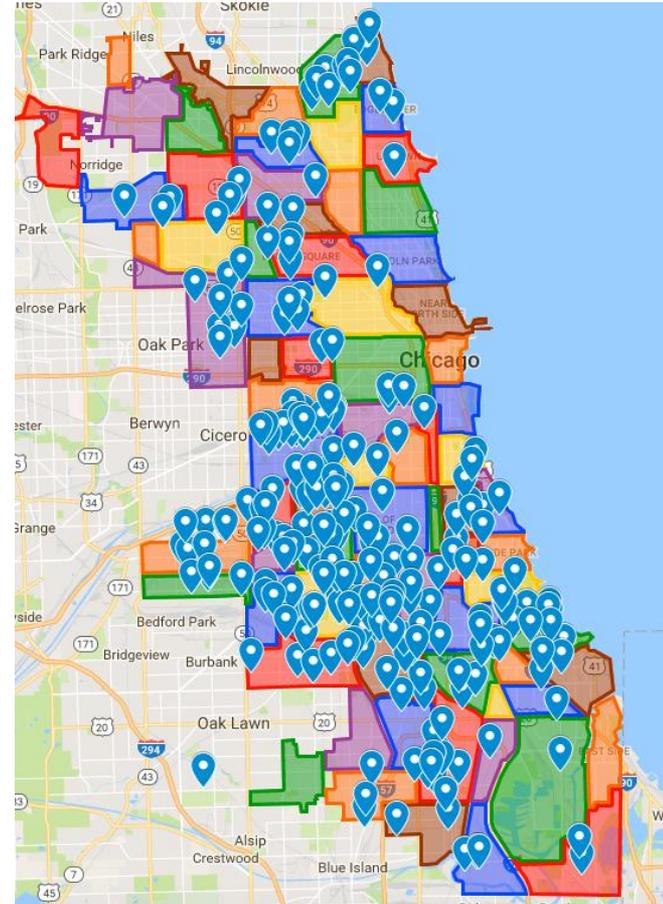
Causes of career undermatching

Map 11: Jobless Rate for 20 to 24 Year Olds by Chicago Community Areas



Data Source: 2011-2015 American Community Survey 5-Year Estimates, U.S. Census Bureau.
Map Prepared by Great Cities Institute, University of Illinois at Chicago.

Genesys Works Student Addresses



How Genesys Works is responding

Job shadow

Professional mentoring

Preparing and connecting students to job opportunities



Job Shadow

Goals and Objectives for Genesys Works Alumni

- GW alumni will visit a professional environment to gain insight into a particular field
- GW alumni will expand their business network by adding at least two contacts in their intended field
- GW alumni will have a clearer understanding of their intended career field

Job Shadow

Goals and Objectives for Volunteers

- Create strong and valuable connections with GW
- Increase involvement in the local, Chicago community
- Introduce GW alumni to company culture
- Provide GW alumni an opportunity to gain exposure to a specific career field

Job Shadow

Identifying companies or professionals

- LinkedIn is a great source – use your network!
- Companies committed to community development
- Companies who have a strong commitment to Diversity & Inclusion and employee resource groups/networks
- Companies that have a multitude job categories/roles

Present a clear, low commitment plan to the company

- Accenture Model: Panel, activity, and one-on-one shadowing
- 1871 Model: Tour & information Interviews

Program evaluation

- Strengthen your program
- Receive student input

Job Shadow Model 1



- 8:30am Welcome/Introductions
- 8:45am Getting to Know Accenture
- 9:00am Consulting Mindset Activity
- 9:25am Break
- 9:30am Panel Discussion
- 10:00am Shadow Opportunity
- 11:30am Wrap up

Job Shadow Model 2



- 8:30 a.m. - Arrive at the Genesys Works office, 180 N Wabash, Suite 600
- 8:45 a.m. - Walk over to 1871 (located in the Merchandise Mart)
- 9:00am - Welcome from Diana Lopez-Obaldo, Director of External Affairs + Tour of 1871
- 9:30am - Business Development (Colleen)
- 10:00am - Membership (Deena)
- 10:30am - Events Team
- 11:00am - Tom Alexander (Chief Operations Officer)
- 11:30am - Women's Introduction to STEM (Jessica)

Findings from Job Shadow Programming

Evaluating Programming

- With goals and objectives in place, we were able to evaluate program effectiveness
- Help our staff make judgements and take actions to strengthen the program, improve effectiveness, and maximize the experience of our alumni

Impact of Job Shadow Programming

Alumni Responses



What are the biggest lessons or takeaways from your morning at 1871?

The biggest takeaway I received from my morning at 1871 was when life throws you curve balls you should always push forward and pick up the pieces in order to keep things in order. It was also interesting to hear the COO talk about how creating your own business is basically like creating a reflection of yourself.

Lessons on how to start your businesses was the most important thing I took from that morning.

Impact of Job Shadow Programming

Alumni Responses



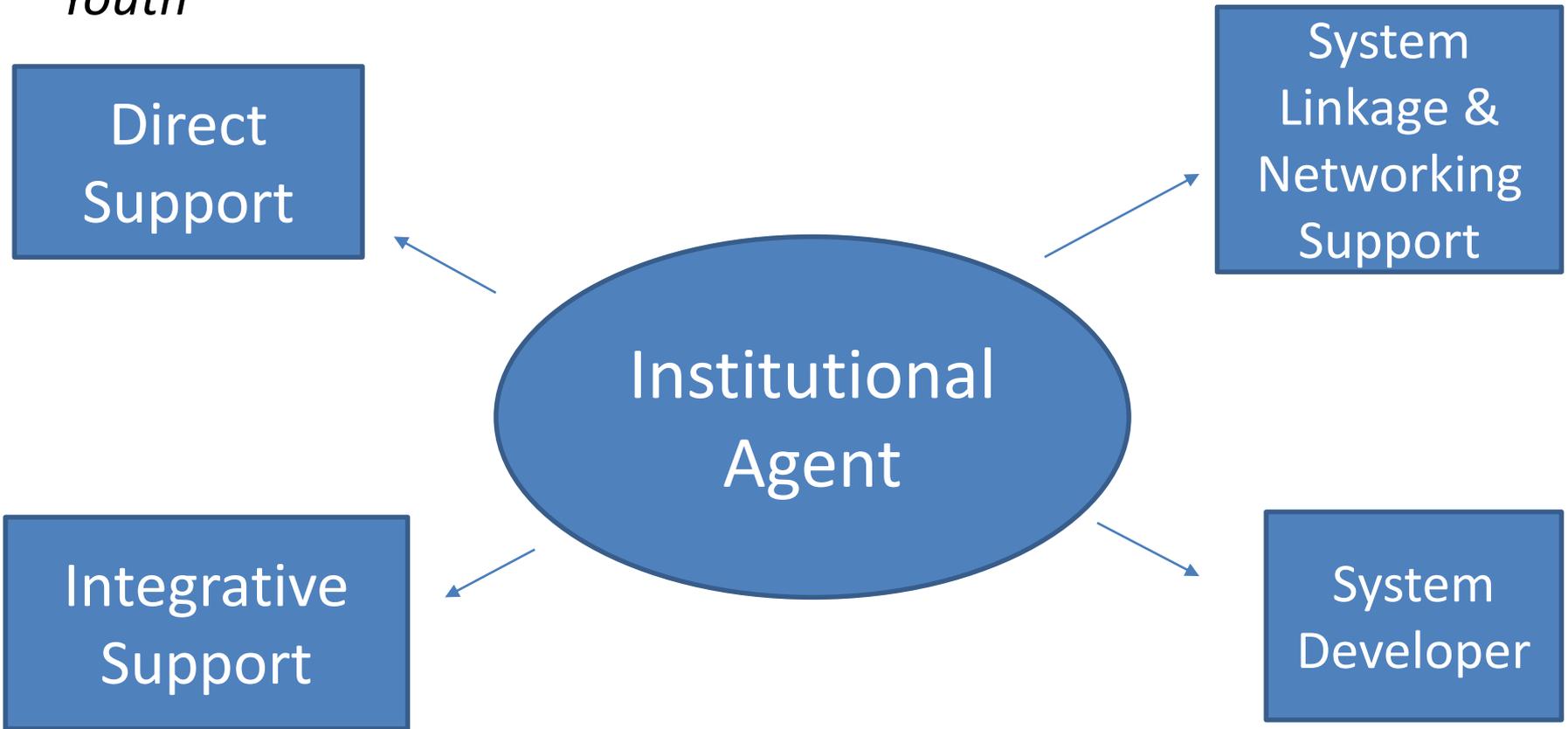
What surprised you the most about what you heard or what you learned?

I was surprised at how many members the company was responsible for. I believe she said they have 300-500 members. I was also surprised that as a technology based company they had the WiSTEM program to help female entrepreneurs.

The people who talked to us were able to interact with us. They made us feel comfortable.

Professional Mentoring

A Social Capital Framework for the Study of Institutional Agents and Their Role in the Empowerment of Low-Status Students and Youth



Professional Mentoring

End goals:

- Genesys Works Alumni will connect with an Accenture analyst as a mentor. The network of relationships and experiences our GW alumni receive from the mentorship program will aid in their achieving a lifetime of economic self-sufficiency.

Professional Mentoring

Mentor Expectations:

- provide an impactful relationship
- engage with mentees at least once a month
- attend quarterly events with the entire group
- duration is length of an academic year

Mentoring Impact



“Being able to support and cheer Kyle on as he works to achieve the goals he sets, is both encouraging and refreshing. The consulting days are a challenge sometimes, but working with Kyle reminds me that when he gets where I am, and he will, he will be better prepared for it than I. It encourages me to continue to strive for more.” – Rayshon Mason on his Genesys Works mentee

Mentoring Impact



“Mentoring is the best way to build my network today, and it’s also a long-term connection. I feel like I can call Carlos during a hard time and ask him to grab a coffee to help me out.” – Maritza Lara on her Accenture mentor

Preparing and Connecting Students to Job Opportunities

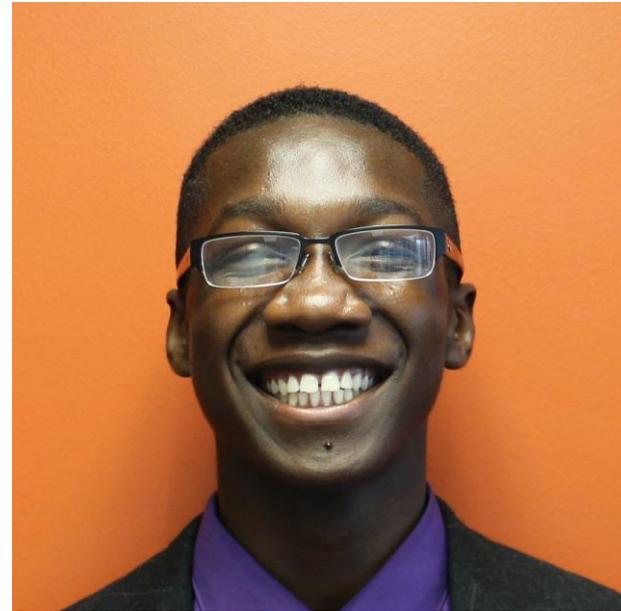
- Genesys Works job fair
- Existing campus resources
- Partner Program Night (Progressive Pathways Opportunities)
 - Earning college credit non-traditionally
- Pipeline students to industry partnerships
 - UIC Academic Computing and Communications Center

Genesys Works Job Fair

Diamond
Human Resources Intern with Chicago Public Schools



Joseph
CME Group



Campus Resources

Jasmine
UIC Science Lab



Jennifer
Lurie Children's Hospital of Chicago

Periacetabular osteotomy and spinal fusion today 🥰❤️



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Where to Start?

How to Approach Industry

- Use existing organizations
 - Chamber of Commerce
 - Financial Services Pipeline Initiative
 - Illinois Hispanic Chamber of Commerce
- Present a planned ask with options
 - Options for levels of engagement
- Use your network!
 - Attending networking opportunities to represent your students/clients

Where to Start?

How to Approach Industry

- Building relationships
 - Celebration of partners
- New ways to engage your partners – be creative



GENESYS
WORKS.

Questions?

Works Cited

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2. [Labor Market Discrimination](#) from University of Chicago Booth School of Business
3. [“Hirable Like Me”](#) from Northwestern University Kellogg School of Management
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7. [How Business Can Help Attack the Dropout Crisis in America](#) from Junior Achievement