



AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Department Head Name
Department Head Title

SUBJECT: Classrooms2Careers Informational
Report

DATE: Date Submitted to CAO

City Administrator Approval

Date:

RECOMMENDATION

Staff recommends that the Oakland City Council accept an Informational Report on Oakland's Citywide 2013 Youth Summer Work Experience Activities Known as Classrooms2Careers.

EXECUTIVE SUMMARY

This is an informational report on the 2015 Classrooms2Careers Program as administered through the Department of Economic and Workforce Development and Workforce Investment Opportunity Act (WIOA) Youth Service Providers of the Oakland Workforce Investment Board. In addition, this report is a compilation of reporting citywide youth summer work experience activities administered by public, private and non-profit agencies. This report provides information regarding the Classrooms2Careers program design, key issues and impacts, funding sources and eligibility restriction, participant selection and demographic profiles of youth participants

BACKGROUND / LEGISLATIVE HISTORY

For the past 48 years, the City of Oakland has worked in a unique partnership with Oakland businesses, non-profit agencies, and youth workforce development agencies to provide summer employment and personal development opportunities for Oakland youth. For many young people, a summer job is their first experience where they are exposed to challenges, opportunities, and lessons required for success in the world of work. For many youth, the key to success starts with a summer job experience.

The Classrooms2Careers program is part of the Mayor's Cradle2Career program with Classrooms2Career focusing on high school aa year-round network of employment, training, educational enhancement through work-based learning activities and violence prevention activities run by the City, the WIB in partnership with a variety of non-profit community based organizations, as well as the Alameda County Social Services Agency. Classrooms2Career's training and work-based learning experiences provide

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youth between the ages of 16-24 with opportunities to use their summer break productively while gaining valuable career and life skills to enhance their school performance and career goals. Classrooms2Careers connects Oakland youth to an array of year-round events, support services and work-based learning experiences that includes internships and the traditional summer job.

Classrooms2Careers included the following organizations: Better Health East Bay Foundation, (formally The Alta Bates Summit Foundation) as the Youth Bridge Career and Workforce Development Program), Alternatives in Action, Attitudinal Healing Connection, Center for Media Change (Hack the Hood Summer Boot camp), Police Activity League, Safe Passages, Lao Family Development, Oakland Mayor's Office, Oakland Parks and Recreation, Oakland Housing Authority, Oakland Unified School District College and Career Readiness Office (Exploring College and Career Options Oakland – ECCO !), The Unity Council, JumaVentures, East Side Arts Alliance Youth Employment Partnership (YEP), Youth Radio, and Youth UpRising (YU). All of the service providers have a long history of working with Oakland youth, particularly at-risk youth. The agencies recruited, trained, provided oversight as the employer of record and assisted their youth constituents with the needed support throughout the summer of 2015.

In previous years the programs enrollment was on a first come first served basis. However, this year for 2015, enrollment for the Classrooms2Careers program operated a more inclusive rolling enrollment protocol in order to service as many young people as possible and in accordance to program and funding eligibility (i.e. OHA status, foster youth, juvenile justice, age, and out-of-school). The program's internship period began their summer job experience in the first week of July. Youth in the Oakland Housing Authority Program can work up to 100 hours over a six-week period at \$12.25 per hour, while receiving ongoing training and support from their primary community-based youth service provider. Youth interns were placed within various City of Oakland Departments such as the Mayor and City Administrator's Office, Department of Parks & Recreation, Public Works Agency, Finance and Management Agency, Department of Planning and Building, Office of Information Technology, City Clerk's Office, and Department of Human Services. Some of the jobs included cadet experiences in both the Police and Fire Departments. The remaining youth were placed in community organizations, other public agencies and private companies.

These partnering organizations and businesses included the AC Transit, BART, Bay Bucks, Port of Oakland, YMCA of the East Bay, Better Health East Bay Foundation, KPFA Radio, Kingston 11, Mandela Food Company, Horizon Beverages, Every Dog Has His Day Care, Bikes 4 Life, OTX West, Hack the Hood, One Planet Granola, Positive Images Oakland, Powder face, Pollinate Farm & Garden, East bay Asian Local development Corporation, Saint Vincent's Day Home Care Center, KONO Community Benefit District, Grand Lake Gardens, Defremery Recreation Center, Marj Tax Incorporated, Boys and Girls Club, Youth Uprising Arts & Expression, Rainbow Apparel,

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Dorsey's Locker, Isha Couture, Youth Together, Oakland, Parks and recreation, Starfish Seafood, Leopard legs, Marlene's Childcare, SPCA, Bartell Daycare, Team Oakland, Best Price Clothing, After Guard Sailing, Hobby Shop, Pump It Up Oakland, Loard's Ice Cream, East bay Auto Detail, American Cancer Society, to name just a few. Youth were given roles and responsibilities within these organizations encompassing that of administrative assistants, caregivers, cashiers, recreation aides, neighborhood beautification, food service, customer relations, and media arts.

Prior to placing a youth with an agency, each partnering organization completed an employer request form. All Classrooms2Careers participants also completed an applicant form. The program began with a series of workshops and documentation collection and review for youth eligibility (e.g. Oakland Housing Authority eligibility). Our youth provider partners gave participants workshops that allowed them to practice interviewing and effective communication skills, and other workshops covering a number work place topics including appropriate workplace dress and attitude. One workshop included a facilitated job placement process for youth to select their preference for a summer job based on their skill level, interest and job availability.

Each youth in the Classrooms2Careers program was then matched with a work experience counselor who provided case management throughout the summer. Through weekly visits to the job sites, case managers were able to gather timely feedback from the youth and supervisors. Supervisors also completed worksite evaluations of the youth at the beginning and end of the program. Likewise, youth completed a worksite evaluation of their supervisors.

The majority of the youth participants were engaged in weekly job-readiness workshops over the duration of the program. These workshops included money management, professional communication, job retention, resume development as well as career planning.

The Classrooms2Career Program endeavors to combine a tapestry of different funding sources, partnerships and service providers. Classrooms2Careers is able to serve youth and young adults because of this diverse funding and agencies implementing programs with a variety of eligibility requirements. Our funding partners and supporting agencies include the Department of Human Services- Oakland Unite and Oakland Fund for Children and Youth, Public Works Agency, Office of Parks and Recreation, Oakland Workforce Investment Board, Alameda County Social Services Agency, Oakland Unified School District, Port of Oakland, Oakland Housing Authority and other private funding through businesses, foundations and private residents.

The private donations given to the program have been primarily raised through Mayor Schaaf's Office. This year, major corporate sponsors included Oakland Housing Authority, Bank of America, JP Morgan Chase, AC Transit, The Clorox Company and Kaiser Permanente. The majority of the contributions were dedicated to the subsidized

job wage pool, which pays for the wages of the youth in the program. In addition to this private funding, the City Council of Oakland provided an additional \$200,000 dollars to help subsidize other funding and fill the gap due to the raise in the minimum wage.

ANALYSIS AND POLICY ALTERNATIVES

This report is inclusive of all the youth summer work experience activities throughout the City of Oakland funded by diverse sources and administered by various public, private and community based organizations that we could identify. The “Summer Youth Employment Activities” of 2015 resulted in job opportunities for 2,125 youth in Oakland, more than 99% of whom were Oakland residents.

Although most of the funding offering employment opportunities to Oakland youth came from sources other than the City of Oakland, this report attempts to offer a comprehensive view of the different aspects and the youth involved in the summer youth employment programs.

The following funding streams supported the 2015 citywide youth summer work experience activities.

1. Alameda County Title IV-E Waiver

Alameda County Social Services Agency in partnership with the Probation Department provided 174 summer job opportunities. The “Highway to Work (H2W)” Summer and Afterschool Youth Employment Program (SASYEP) is administered by the Oakland Private Council (PIC) in partnership with youth service agencies located throughout Alameda County. H2W serves youth and young adults ages 14-19 in North County and Central/East Oakland that are engaged with the juvenile justice and social service systems (i.e. probation, foster care, Cal Works, Cal Learn). H2W supports participants as they pursue their education and gain meaningful work experience. PIC has four partner agencies that support the program participants - Berkeley Youth Alternatives, PUEBLO, Spanish Speaking Citizens Foundation, and PIC- Breaking Through Barriers Department.

The Unity Council, Youth Employment Partnership, and Youth UpRising also served youth through this funding stream.

2. Oakland Mayor's Office

The Mayor's Office placed Oakland youth ages 16-24, within the Mayor's office at a variety of internship opportunities in the community and Mayor's Office. This part of the program supported 107 work-based learning opportunities for Oakland youth.

3. Oakland Fund for Children and Youth (OFCY)

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OFCY funded programs provided direct service to children and youth, ages 14 - 20, throughout the city of Oakland. The OFCY strategic plan guided the funding priorities and provided job opportunities for 344 youth. Strategies included Youth Career and Workforce Development, Community-based Out of School Time Programs and Transition to Adulthood. The OFCY programs that provided summer work activities were Youth Employment Partnership (Career Try-Out), Juma Ventures, The Unity Council, Youth Radio Center for Media Change (Hack the Hood Boot Camp), Better Health East Bay Foundation (Youth Bridge Career and Workforce Development Program), and Oakland Unified School District (Exploring College & Career Options in Oakland- ECCO!).

4. Oakland Housing Authority

Oakland Housing Authority (OHA) provided funding for summer employment opportunities to 366 youth, ages 16 to 24 living in public and Section 8 housing. OHA youth were served through the WIA network of contracted youth service providers and were paid \$12.25 an hour. Many of the youth interns worked in various City Departments.

5. Oakland Unite

The City of Oakland, Department of Human Services Measure Y funded 50 summer jobs for Oakland youth ages 14-21 to work in local businesses, non-profits, and community. All Oakland Unite's programs target our highest risk community members and neighborhoods. The violence prevention programs administered through the City are designed to work together with community policing to provide a continuum of support for high-risk youth and young adults. Summer programs supported by Measure Y funds are Youth Radio, Youth Employment Partnership, and Youth UpRising.

6. Oakland Parks and Recreation (OPR)

OPR hired 60 youth as Recreational Aides during the summer. All OPR summer candidates went through the regular hiring process of the City. The funding is part of OPR's baseline budget and self-sustaining funds. The teens were placed at Oakland's Recreation Centers throughout the City.

7. Port of Oakland

The Port of Oakland committed to providing job opportunities to West Oakland youth. They developed 8 summer internship opportunities for high school youth working within the Port Administrative, Marina and Airport Divisions. For referrals, the Port worked exclusively with Youth Employment Partnership.

8. Private Employers

The private sector employers supported summer job opportunities for youth 35 identified businesses hired and paid their interns directly. Employers also had

the option to contribute the cost of the internship to the youth service provider, which then managed the payroll and served as the employer of record.

9. Team Oakland

The Public Works Agency collaborated with YEP and funded 90 Team Oakland summer jobs for youth, ages 15-20, to perform crew-based environment work projects usually located in East Oakland. Participants received environmental education, on-the-job training in litter and graffiti abatement, field trips to colleges and parts, and helped maintained City parks.

10. Workforce Investment Act (WIA and WIOA)

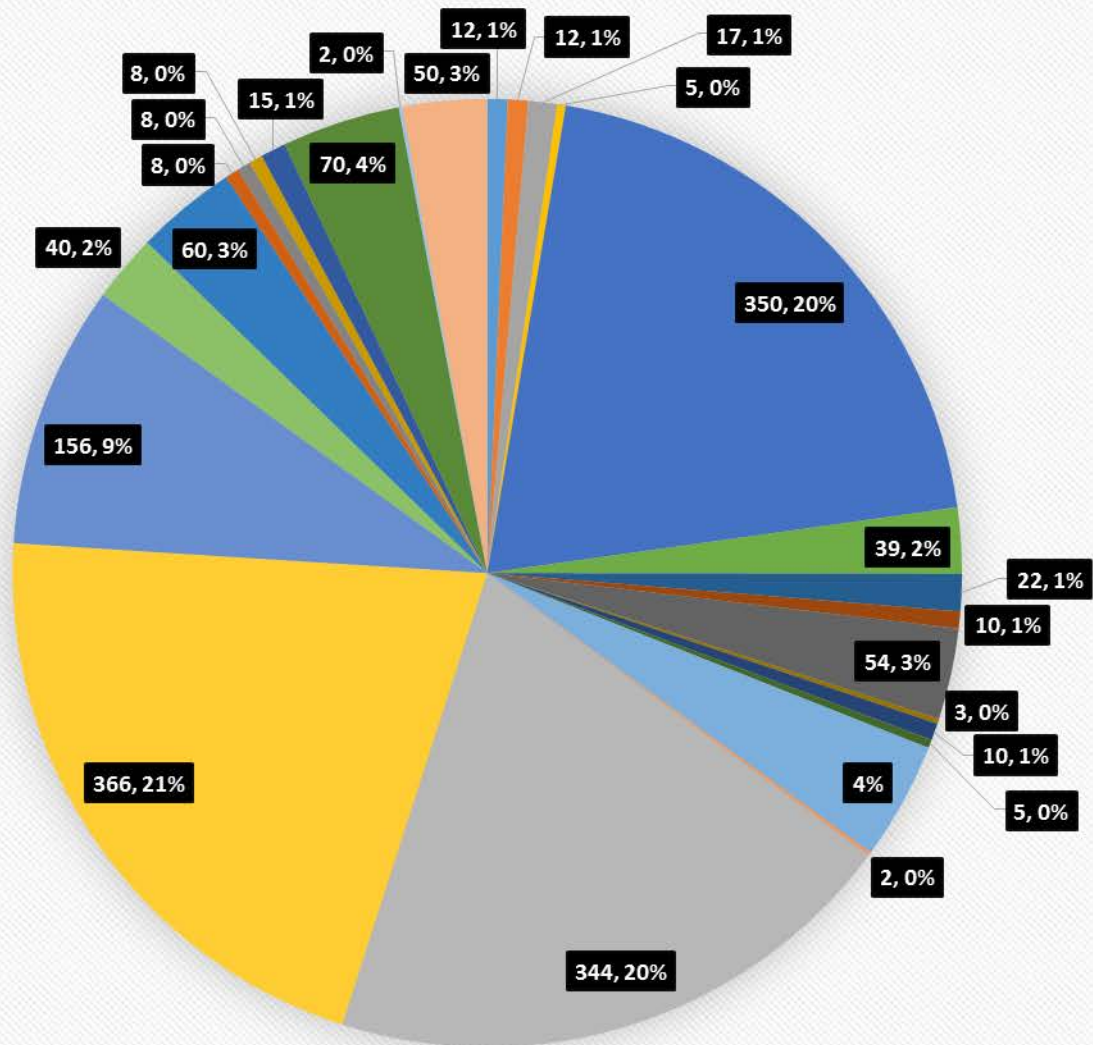
The Oakland Workforce Investment Board (WIB) did not fund job placements directly rather the funding provided by the WIB contributed to the 366 OHA youth to fund the gap caused by the raise in minimum wage. WIA and WIOA summer job slots were distributed among five existing WIA youth service providers with considerations to promote equitable distribution of employment opportunities across the different regions of the City. The primary eligibility requirements for youth enrollments are age, Oakland resident, have limited income, registered for selective service depending on their age, and have a right to work in the United States

AGENCY NAME	YOUTH SERVED
AC Transit	12
BART	12
Center for Media Change	17
County IV-E	350
Civicorp	39
Dept of Human Services	22
Ella Baker Center	10
Girls Inc	54
Hack The Hood	55
Library	3
KDOL	10
MTC	5
Oakland Fire Department	17
Oakland Police Department	20
Oakland Unite	70
Oakland Zoo	2
OFCY	344
OHA/WIA	366

OUSD ECCO/Workability	167
PAL	40
Parks & Rec	60
PG&E	8
Port of Oakland	8
Rising Sun	8
Safe Passages	15
Team Oakland	70
United Way	2
Yes We Code	50
TOTAL	1836

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SUMMER JOB PLACEMENTS - 2015



- AC Transit
- Center for Media Change
- County IV-E
- Dept of Human Services
- Girls Inc
- KDOL
- Oakland Unite
- OFCY
- OUSD ECCO/Workability
- Parks & Rec
- Port of Oakland
- Safe Passages
- BART
- City Slicker Farms
- Civicorp
- Ella Baker Center
- Library
- MTC
- Oakland Zoo
- OHAWMA
- PAL
- PG&E
- Rising Sun
- Team Oakland

Classrooms2Careers OHA Grant Overview

The summer of 2015 was a great success for Classrooms2Careers. The following data is the detail for summer participation within the Oakland Housing Authority grant participants.

C2C SUMMER EVENTS	
Kick Off Breakfast	April 10, 2015
Oakland Youth Career EXPO	May 18, 2015
City Hall Interview Day	June 24, 2015
Classrooms2Career Kick-Off	July 7, 2015
Certificates of Appreciation and Participation to all participants	November, 2015

This data was submitted by our youth providers show that of the 366 summer jobs generated in the city, the highest percentage of those jobs were allocated to youth in District 5, 6 and District 7 with the primary demographic being African American youth between the ages of 16-24. (Figure 1 and 2 show totals by ethnicity)

FIGURE 1

ETHNICITY	YOUTH
African American	270
Asian	52
Caucasian	1
Hispanic	32
Middle Eastern	2
Native American	1
Pacific Islander	5
South Asian	3
TOTAL	366

FIGURE 2

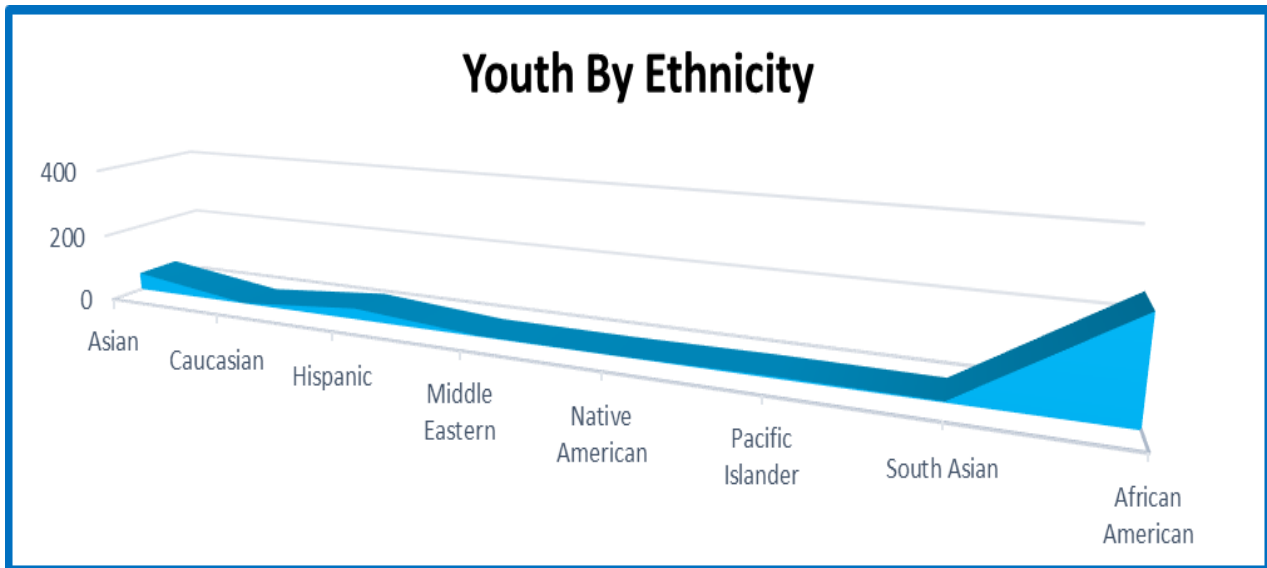


Figure 3 and Figure 4 below show the number and then percentage of youth by district with Districts 5 (71), District 6 (56), and 7 (69), with the highest rates of youth participating in the Classrooms2Careers OHA grant program.

FIGURE 3

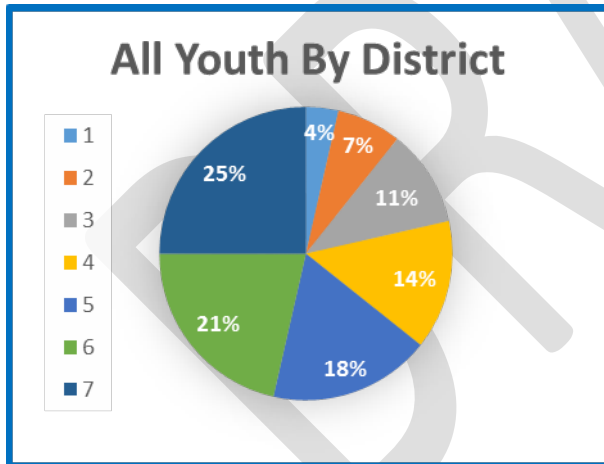
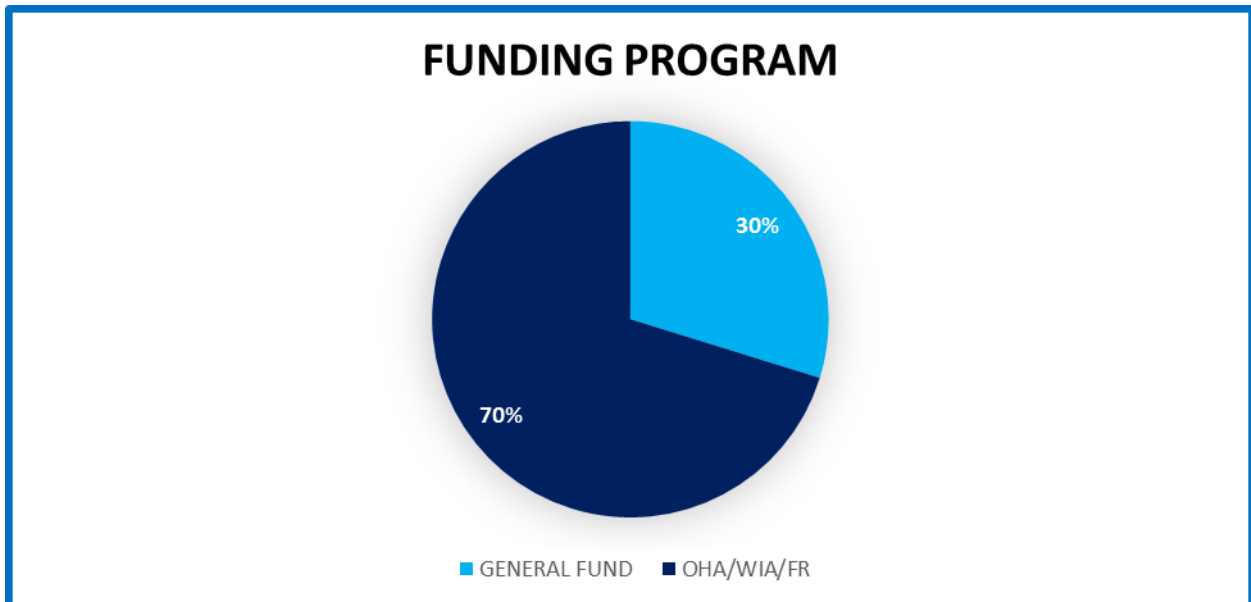


FIGURE 4

DISTRICT	YOUTH
1	33
2	45
3	46
4	46
5	71
6	56
7	69
TOTAL	366

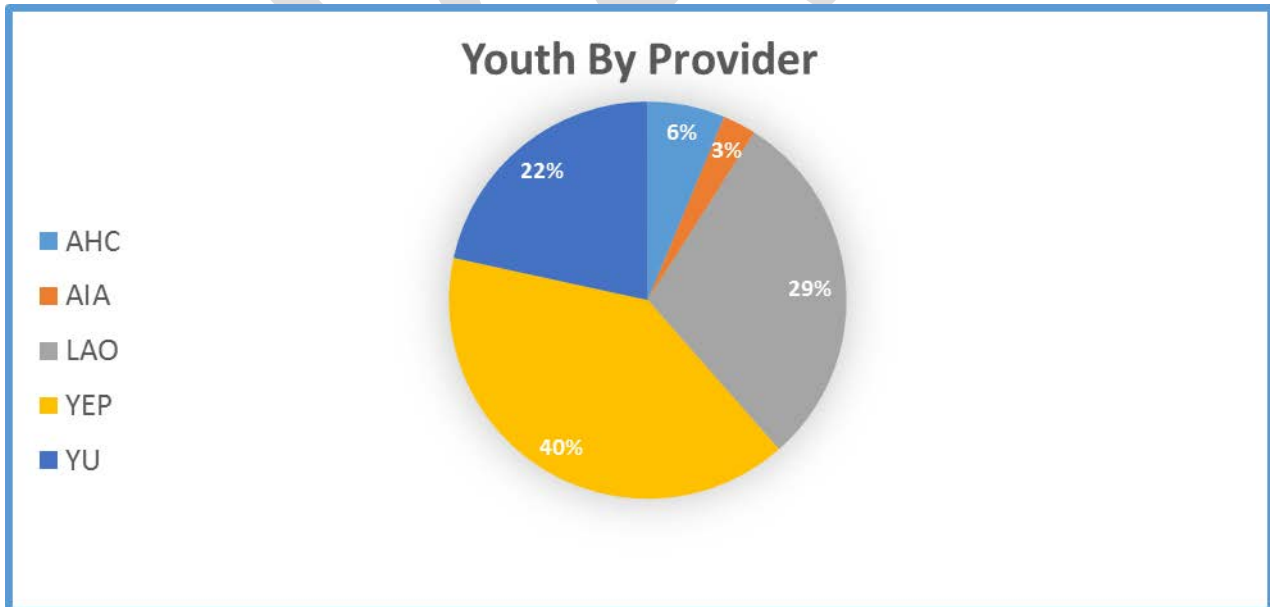
The lion shares of funding went to OHA resident participants (257), with the non OHA residents at (109); a 70/30 split.

FIGURE 5



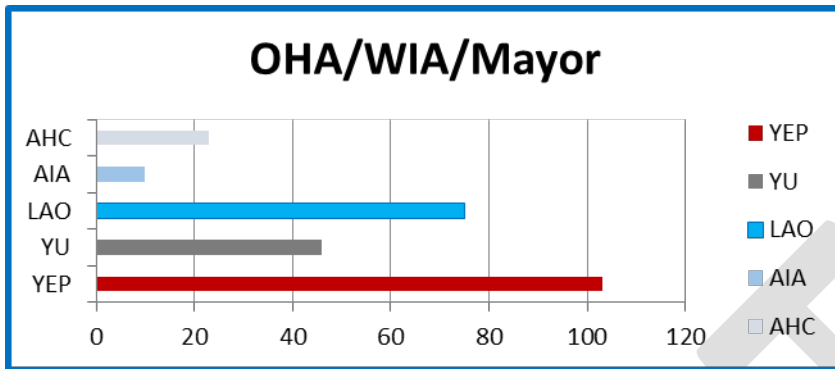
Our youth providers for this summer were Lao Community Development Foundation, Youth Employment Partnership and Youth Uprising. Attitudinal Healing Connection and Alternatives in Action provided services to West Oakland youth under the fiscal administration of Lao Community Development Foundation.

FIGURE 6



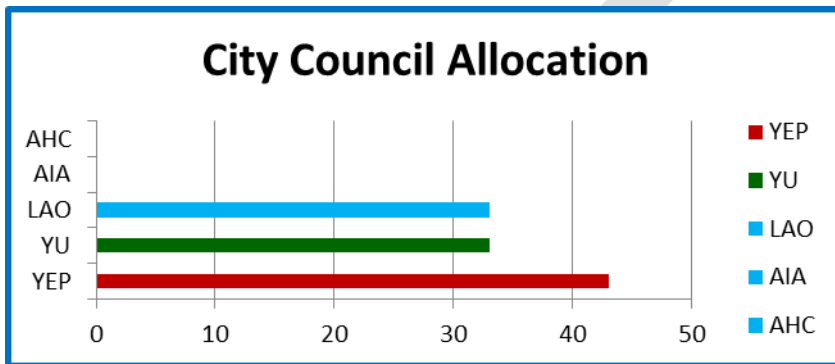
The figures below further break out the providers total for OHA residents and non-residents and the Mayor’s support of PAL, Rising Sun, Safe Passages and Yes We Code.

FIGURE 7



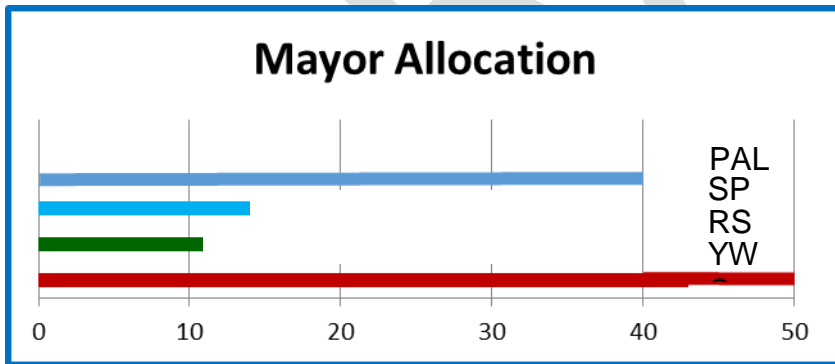
OHA/WIA/MAYOR
TOTAL 257
AHC – 23
AIA – 10
LAO – 75
YU – 46
YEP - 103

FIGURE 8



CITY COUNCIL ALLOCATION
TOTAL 109
LAO – 33
YU – 33
YEP - 43

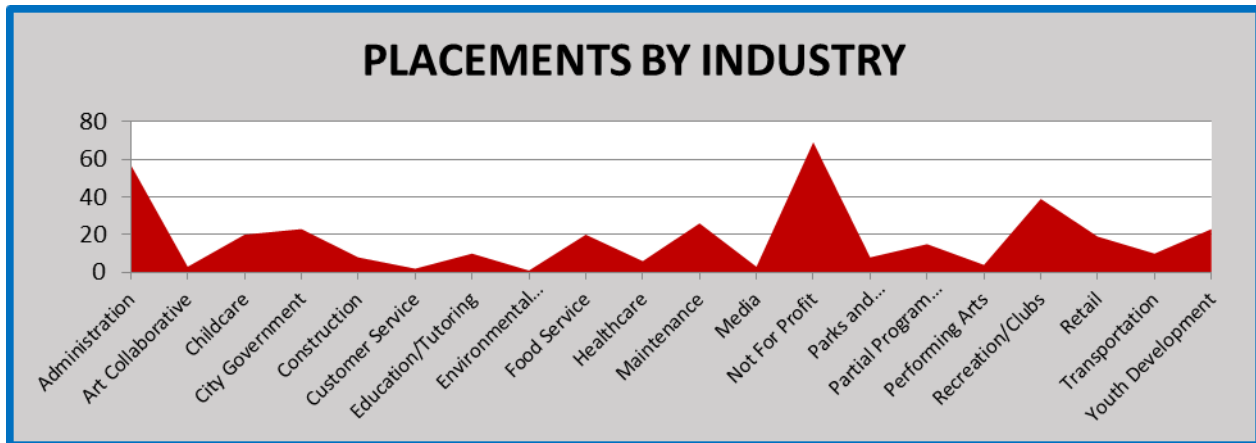
FIGURE 9



MAYOR
TOTAL 107
PAL- 40
Safe Passages-16
Rising Sun-11
Yes We Code -50

The youth participants worked in a variety of industries this summer both within the City of Oakland and through our partners throughout the city. The not for profit industry had the highest population of students closely followed by Parks and Recreation and Retail for the summer of 2015.

FIGURE 10



INDUSTRY	PLACEMENT #
Administration	57
Art Collaborative	3
Childcare	20
City Government	23
Construction	8
Customer Service	2
Education/Tutoring	10
Environmental Protection	1
Food Service	20
Healthcare	6
Maintenance	26
Media	3
Not For Profit	69
Parks and Recreation	8
Partial Program Participation	15
Performing Arts	4
Recreation/Clubs	39
Retail	19
Transportation	10
Youth Development	23

PUBLIC OUTREACH / INTEREST

Classrooms2Careers begins its new direction toward a year round program beginning in January 2016. In addition to the opportunities produced for youth this summer,

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Classrooms2Careers will now incorporate a number of exciting work-based learning opportunities that will include such experiences as the Youth Career Expo on February 26, 2016 at the City Center Marriott. The Career Expo is our primary door to outreach to the business community in the East Bay. The Expo will be presented by a partnership with The City of Oakland, The Chamber and The Oakland Unified School District and is slated to be produced twice a year. Throughout the rest of the year other events and opportunities will include such experiences for youth as job shadowing, classroom presentations by business professionals from a variety of industries as well as internships and company site visits for students. Our goal in 2016 is to engage a total of 2035 students in the first year of this new program model. In addition, Classrooms2Careers has expanded public outreach via social media with robust and a growing presence on Twitter, Facebook and LinkedIn.

COORDINATION

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

Classrooms2Careers is a program within the Cradle2Career initiative that provides summer jobs and work-based learning opportunities to youth ages 16 to 24 in the City Of Oakland. The 2015 Classrooms2Careers Program is part of a larger vision to provide a wide range of positive experiences for Oakland youth during the summer months and in 2016, the program will go year round. Classrooms2Careers is a citywide collaborative of the Mayor's Office, various City Departments, Oakland Housing Authority, Oakland Workforce Investment Board (WIB), Port of Oakland, Oakland Unified School District, youth workforce development agencies, community-based organizations, and the private employers. Classrooms2Careers brings these community partners together to provide Oakland youth the opportunity to experience the work world, earn income, build employment skills, and receive on-the-job training that can help them become self-supporting adults.

For the third year, the City received a generous contribution from the Oakland Housing Authority (OHA) to provide employment opportunities to 300 youth, ages 16 to 24, living in public housing and Section 8 programs. OHA screened, verified, and referred their youth to one of the six Workforce Investment Act (WIA)-funded Service Providers.

In addition, the Port of Oakland committed to 10 placements for West Oakland youth. Youth Employment Partnership made referrals, and the Port hired and placed interns at the Airport, Harbor Facilities, Engineering, Human Services and Social Responsibility Division for a third year in a row. The Port of Oakland and Bay Area Rapid Transit (BART) developed an extensive in-house training and mentorship program, which included an introduction to non-traditional jobs on and off site, internal tours, job soft skills training and resume preparation. In 2016, The Port of Oakland is committed to expanding their program for high school aged students into a more robust program and increase the number of Oakland youth participants.

Through the various citywide community partnerships during the summer of 2014, 2,125 youth were placed in paid internships. Classrooms2Careers was very successful in 2015. Despite the increase in the minimum wage, Classrooms2Careers and its partners were successful in

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exceeding its goals and increasing Oakland youth job skills and building a foundation for their future job success.

SUSTAINABLE OPPORTUNITIES

Economic: Classrooms2Careers creates a variety of work-based learning opportunities including summer employment, internships and work-based learning events for more than 1500 youth and generates more than \$1,000,000, which mostly goes back into the local economy. The importance of this program is clear as the experience of work for these young people prepares youth for the world of work and benefits our business community by creating a pipeline of local talent for the future.

Environmental: The work of youth placed with Team Oakland, Parks and Recreation and the Police Activity League helped beautify the City of Oakland and bettered its environment.

Social Equity: Classrooms2Careers and the funding sources and program partnerships that support it are primarily focused on serving underserved low-income youth many of which are in juvenile justice and foster care systems. Classrooms2Careers is designed to enable youth between the ages of 16-24 with opportunities to improve their employment skills with a variety of opportunities and experiences that can move the participants towards becoming gainfully employed community engaged young adults.

CEQA (If Applicable)

ACTION REQUESTED OF THE CITY COUNCIL

For questions regarding this report, please contact John Bailey, WIB Executive Director, at 510-238-6440.

Respectfully submitted,

[Department Head Signature]

DEPARTMENT HEAD NAME

Title, Department

Reviewed by: John R. Bailey
WIB Executive Director

Prepared by: Jacqueline C. Noguera
Classrooms2Careers Program Manager
Workforce Development

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Sabrina B. Landreth, City Administrator

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