

Future Workforce – Summer and School Year News

July 2008

CWP Career Competencies Being Leveraged In Middle School Programs – It's Never Too Early



Twenty-eight middle school students graduated Friday from the first Central Connecticut State University business camp - a two-week pilot program where they learned about business, marketing, advertising, sales and economics. The program, administered by the CCSU School of Business and the Consolidated School District of New Britain, provided teacher and guidance support and the site for the class. CCSU's Institute of Business Technology coordinated the curriculum with the FHITEC program funded by Capital Workforce Partners (CWP) whose CWP Career Competencies were woven in with the training. Students had guided visits of TD Banknorth, the NB Industrial Museum, the CCSU Alumni Bloomberg Trading Room on campus, and the CCSU Food Services operations. As part of the program, Travelers Insurance sent representatives to scope out the pool of talent for managerial positions such as claims and underwriting. "This is the business community and academia coming together to solve a workforce crisis," CWP Board Member Rick Mullins said. "Students in the program received Palm Pilots, T- Shirts and supplies. The program culminated in a formalized Power Point presentation to parents, certificates and graduation exercises in July..



OIC Tier II Youth Visit the CT School of Broadcasting

Future broadcasters of America? Some may be after learning more about what the industry is all about! Zachary Smith-Grabko (wearing the blue shirt) said, "The people there, both students and teachers, were vibrant and outgoing. One of the teachers said," we get a little crazy here around finals." "If I were to take the courses offered by the Connecticut School of Broadcasting, a bright future would be ahead of me, Smith Grabko said.

OIC and Bank of America Prepare Youth for Financial Future

Bank of America will provide free financial literacy seminars to OIC Summer Youth Employment and Learning Program youth 14-19 years old.

The purpose of the seminars will be to encourage youth to open savings and checking accounts and to learn about credit cards and finances. Bank of America's Robert Torres will provide the training and each youth will receive a free financial workbook. Bank of America will also provide an opportunity for youth to open accounts on the day of the seminars on July 11th at 10:00 a.m., July 14th at 10:00 a.m. and July 15th at 10:00.

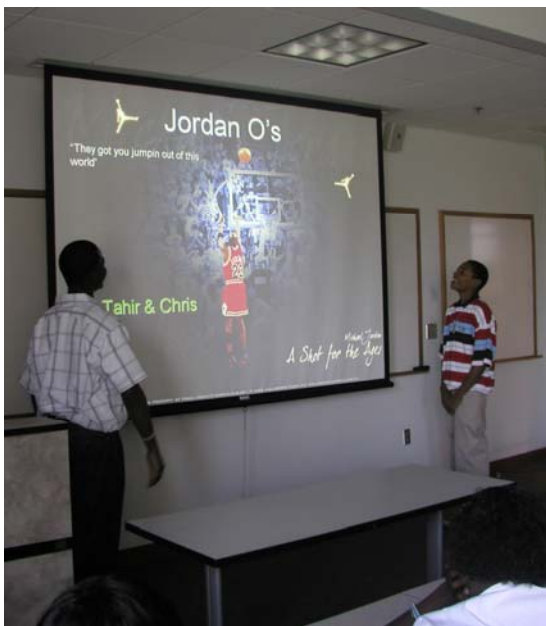
Future Workforce initiatives including year-round career explorations and Career Connections are convened and funded by Capital Workforce Partners and delivered by our exemplary partner agencies.

Summer Tier 1 Participants in the University of Hartford, Educational Main Street Program Learn Marketing Strategy by Developing their own Cereal Brands.



About 30 Summer Youth Employment and Learning Program participants were asked to put their entrepreneurial skills to the test, create an imaginary breakfast cereal product, and bring the product to market.

The learning session was lead and inspired by Marilyn Alverio, Principal of Ethnic Marketing Solutions, a full service, multicultural marketing agency based in Hartford. Ms. Alverio was invited to address the students by Millie-Lopez Cook, CWP Employer Engagement Specialist.



Students practiced their CWP Career Competencies in developing marketing plans and Powerpoint presentations. They designed their own product packaging and product information. Prior to putting together their product presentations, the students learned the importance of having a marketing niche, product pricing, packaging and client presentation techniques. Some students built "cause-related marketing" into their product and others built in various promotions. They learned about the importance of consistent messaging and how to give presentations to groups. At the program completion, Marilyn critiqued the products, and commented, "I am so proud of these youth. They have a wonderful sense of creativity and natural ability as entrepreneurs."



None...

of these Career Connections and summer and school-year youth employment and learning activities could happen without the generosity of funders who care about the region's youth, and about the future workforce needs of businesses that keep Connecticut competitive.

State of Connecticut – Department of Labor

The Aetna Foundation

American Savings Foundation

City of Hartford

Community Foundation of Greater New Britain

Hartford Foundation for Public Giving

New Alliance Foundation

Northeast Utilities Foundation

The Phoenix Foundation

The Travelers Foundation

The Hartford Courant Foundation

United Way of New Britain and Bristol



Career Connections and Year Round School-to-Career Programming. What's it all About?

Year-Round Programming

In response to feedback from business leaders and recruiters, as well as from the region's young people particularly in the urban areas that Capital Workforce Partners serves, there has been a shift to a year-round focus for future workforce development.

Work Experiences with Private Sector Business

Work experiences in the private sector are made available to high school seniors through *Career Connections* and to younger students through Year-Round Youth Employment and Learning Initiatives.



An adjunct to the sought-after Summer Youth Employment and Learning Program that provides learning and employment opportunities to youths 14+ (Tiers I – III), this top-end, Tier IV program and year round opportunities provide additional, meaningful exposure to the private sector workplace through a number of high-touch initiatives such as:



- Career Exploration Days
- Job Shadowing Opportunities
- Field Trips and Company Tours
- Internships and Pre-Apprenticeships
- *And, more.*

To obtain more information, contact Program Coordinator Dennis Mink at 860-522-1111 x343 or dmink@capitalworkforce.org.

Career Connections was launched in the Fall of 2006, and year-round initiatives were expanded this past school year. Here's a glimpse of some of the last school year's activities.

December 2007 – Assessment of Student Skills and Interests	March 2008 – Mock Interviews; Continued Assessments
January 2008 – Job Readiness Training Workshops – Resume Writing; Dress for Success; Interviewing Skills; Job Retention Strategies; Career Growth Planning	April 2008 – Career Exploration Expo – Wed. April 30, 3pm – 5pm – One Union Place, Hartford
February 2008 – Job Shadowing Opportunities, Workshops and Follow-Up	May/June 2008 – Job Search, Potential Placements, Continued Career Counseling to Jump Start a Successful Career

Would you like to submit an article to the *Career Connections* Newsletter? Simply send an email to: srodriguez@capitalworkforce.org. Be sure to include your name, title, and contact information.