



American Youth
Policy Forum
25th Anniversary

How a Year of Service Prepares Young Adults for the Workforce

Wednesday, November 14, 2018

#LetUsServe #ServiceYear

@AYPF_Tweets

MODERATOR



Betsy Brand
Executive Director
American Youth Policy
Forum

bbrand@aypf.org

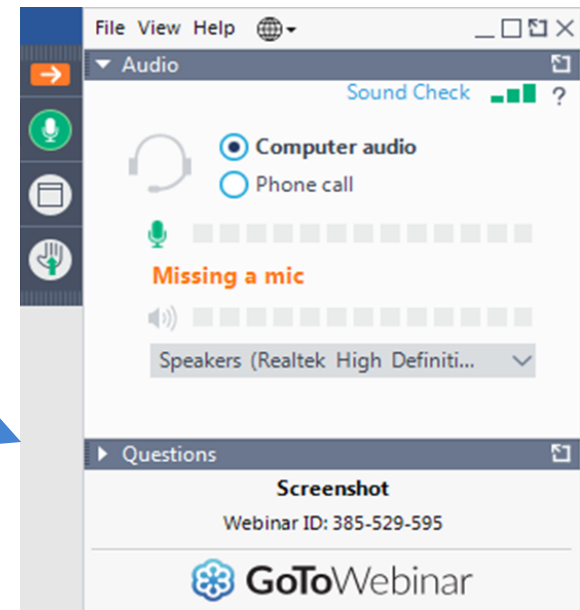
www.aypf.org

#LetUsServe #ServiceYear

@AYPF_Tweets

WEBINAR AND TECHNICAL SUPPORT

- GoToWebinar Technical Assistance: 1-800-263-6317
- To submit live questions, please use the “Questions” box on the control panel
- **A recording of the webinar and other resources will be available at www.aypf.org**



3-PART WEBINAR SERIES

- Webinar 1: The Role of National Service in Improving K-12 Outcomes

Recording Available

- **Webinar 2: How a Year of Service Prepares Young Adults for the Workforce**

- Webinar 3: How National Service Can Advance the Mission, Goals, and Capacity of Nonprofits

December 11, 2018



JOIN THE CONVERSATION



Hashtag(s)

#LetUsServe

#ServiceYear

Handles:

@AYPF_Tweets

@ServiceYear

@PublicAllies

@macarthur31

@BenDuda;

@AmeriCorpsAlums

@Cisco

@jessicacgraham

@Burning_Glass

#LetUsServe #ServiceYear

@AYPF_Tweets

PRESENTERS



Ben Duda
Managing Director,
Corps Members and Alumni
Service Year Alliance
@benduda
@americorpsalums
@ServiceYear



Matt Walsh
Research Analyst
Burning Glass Technologies
@Burning_Glass



MacArthur Antigua
Senior Director,
Alumni Engagement and
Cross-Sector Partnerships
Public Allies
@macarthur31
@PublicAllies



Jessica Graham
Strategic Partnerships,
Inclusion & Collaboration
Cisco
@jessicagraham
@Cisco

#LetUsServe #ServiceYear

@AYPF_Tweets

Ben Duda



Managing Director,
Corps Members and Alumni
Service Year Alliance

@benduda

@americorpsalums

@ServiceYear

bduda@serviceyear.org

www.serviceyear.org

#LetUsServe #ServiceYear

@AYPF_Tweets



The Role of Service Years in Talent Development Overview

A Better You. A Greater Us.

What is a Service Year



A service year is a **paid, full-time opportunity** to **develop real-world skills** through **hands-on service**. From fighting poverty to mentoring kids to responding to natural disasters — a service year is a meaningful and fulfilling way to tackle the most pressing challenges facing our nation through programs like **AmeriCorps**, the **Peace Corps**, **YouthBuild**, and hundreds of **others**.

A Better You. A Greater Us.

A Service Year is a First Office



A Better You. A Greater Us.

A Service Year is a First Office



Customer Service



Teaching

A Better You. A Greater Us.



Why This Subject Matters

- **By 2020**, the United States is projected to have a **shortfall of 5 million workers** with education and training beyond a high school education.
- Getting a **first full-time work experience** through service starts a young person on a path to economic success.
- **Unemployment among young adults is double** that of the general population.
- Service years can be a **powerful tool to influence career direction**.

Labor Market Trends



According to Deloitte's research*: Employers are finding it increasingly difficult to fill jobs (and will continue). Many factors are at play in tightening talent market:

Baby
boomers
leaving
the
workforce

Widening
gap
between
education
requirement
and job
skills

Fewer
graduates
from other
countries
opting for
US work

Declining
populations
growth

Companies
Experience
Labor
Shortages

**"Competing for talent in the public sector: How states can win hearts and minds in a tight talent market" released by Deloitte in 2017.*

A Better You. A Greater Us.

Service Years = Talent Dev



Disaster Response

- More than half of FEMA Corps members go on to emergency management jobs.

Education

- AmeriCorps teacher corps field recruit 9000 teachers annually; and tutoring and other school-based programs are a top source for teacher preparation programs.

Nonprofit Management

- 50% of VISTA alums and 85% of Public Allies work in the nonprofit sector.

Parks and Conservation

- 12% of Park Service employees started with the Student Conservation Association.

**Additional fields include youth work, green building, volunteer management, community development, community health, early childhood, and public interest law.*

A Better You. A Greater Us.

Builds Skills Across Industries



21st Century Skills

9 out of 10

AmeriCorps members say they can:

- solve difficult problems,
- persist when opposed,
- accomplish goals,
- handle unexpected events

Sense of Purpose

82% of AmeriCorps alums say service was a personally defining experience

Most YouthBuild alums, say the service inspired them to give back and do more.

Career

8 out of 10 AmeriCorps alums say service benefited their career

4 in 10 alums found a job through a connection made in AmeriCorps

Employers of National Service



Over 500 employers have signed on as valuing the unique skills and experience of service year alums



A Better You. A Greater Us.



A 'Skills' Year

- A Service Year provides a **complimentary experience** to formal education.
- Skills built through service are **in-demand by today's employers**.
- Employers have signaled **increased interest in this talent pipeline** through formal partnerships like 'Employers of National Service.'
- Burning Glass Technologies new resume research study **quantifies the increased skills built through a service year**.

Germain Castellanos



View Germain Castellanos' video here:

<https://youtu.be/UIVES6g-cB8>

A Better You. A Greater Us.

Matt Walsh



Research Analyst
Burning Glass Technologies

@Burning_Glass

mwalsh@burning-glass.com

<https://www.burning-glass.com/>



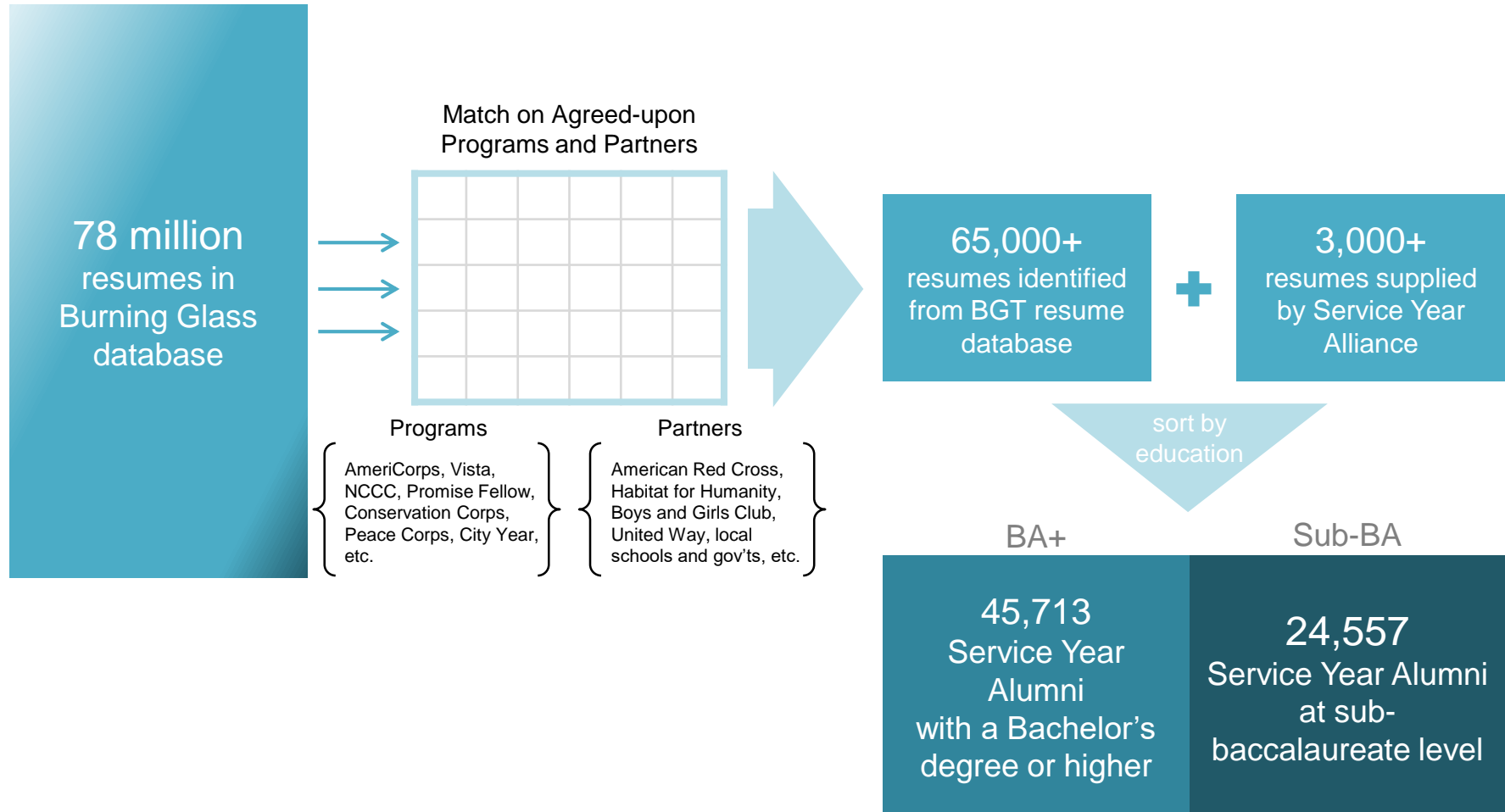
Career Outcomes of Service Year Alumni

Prepared for the Service Year Alliance by Burning Glass Technologies

November 2018

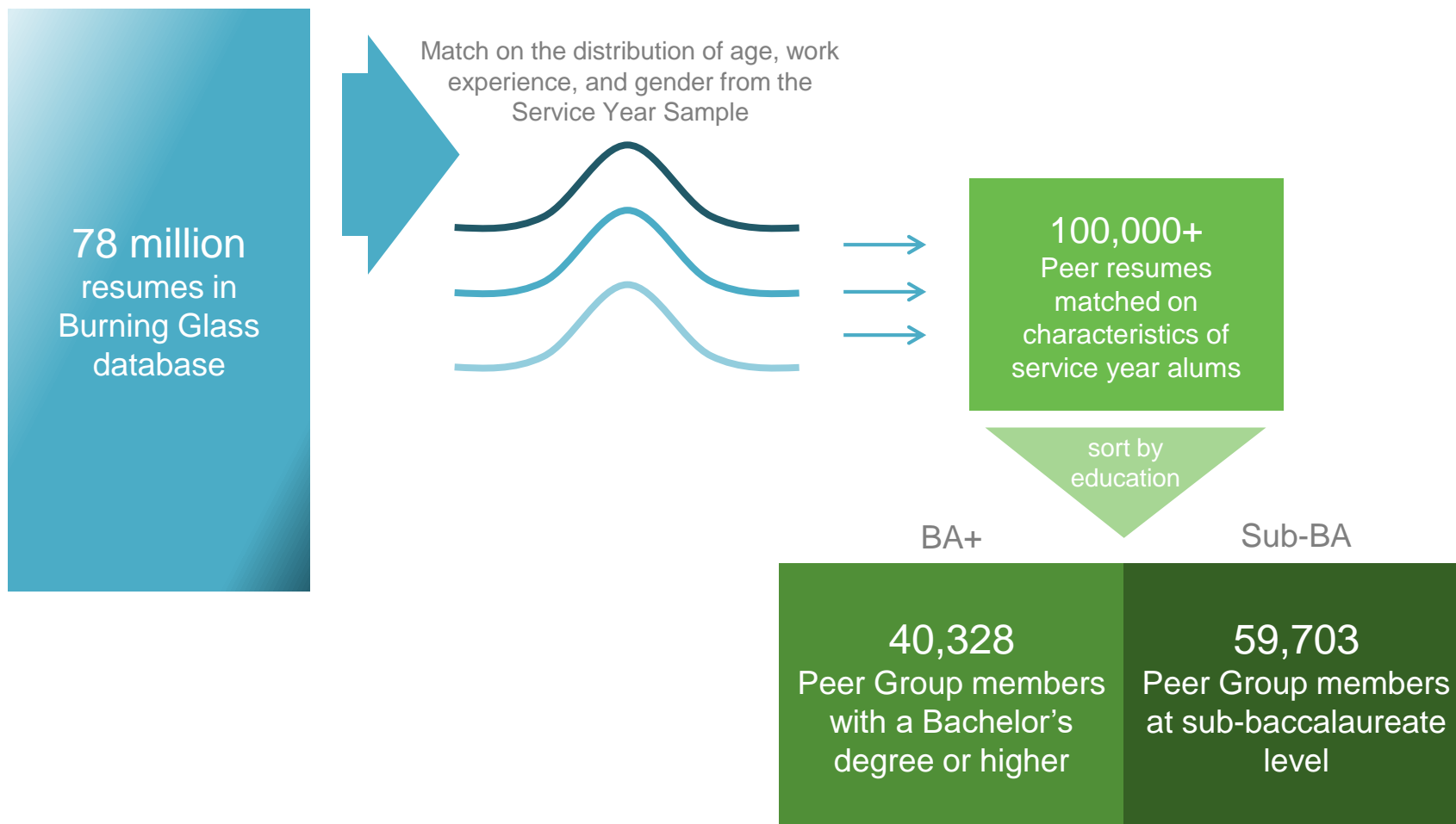
Methodology

Burning Glass Technologies uses specialized software to capture and analyze educational and employment information from a database of over 78 million resumes. For this study Burning Glass identified over 70,000 resumes of service year alumni by selecting resumes that referenced service year programs like AmeriCorps, NCCC, and Peace Corps. The Service Year Alliance then supplied over 3,000 additional resumes to the sample. This trove of resumes was then sorted by educational attainment to account for the educational requirements held by different service year programs.



Methodology

To create a peer group for comparison, Burning Glass matched resumes based on the age, work experience, and gender of the Service Year sample. The matched sample was also sorted based on educational attainment.



Top Skills advertised by Service Year Alums Compared to Peer Group



Top General Skills

The top general skills for service year alumni give them a leg up in the education sector, nonprofit work, and research. These skills demonstrate that service year alumni are comfortable working collaboratively, and they are more confident stepping up as leaders than their peers.

Skill	Percent of Service Alums Advertising Skill	Percent of Peer Group Advertising Skill
Research	40%	25%
Organizational Skills	40%	24%
Planning	25%	23%
Writing	25%	14%
Teamwork / Collaboration	19%	17%
Spanish	15%	7%
Creativity	15%	12%
Leadership	14%	13%
Editing	13%	8%
Mentoring	9%	5%

Top Skills advertised by Service Year Alums Compared to Peer Group

Top Specialized Skills

The top specialized skills for service year alumni add additional value in the education and civic sectors. These are niche skills, meaning they appear much more frequently in certain occupations and industries than in others. These specialized skills also reinforce the earlier point that service year alums are more confident than their peers in leading teams and projects.

Skill	Percent of Service Alums Advertising Skill	Percent of Peer Group Advertising Skill
Teaching	37%	13%
Lesson Planning	13%	2%
Fundraising	12%	3%
Tutoring	11%	1%
Grant Writing	11%	1%
Case Management	9%	4%
Public Health and Safety	8%	2%
Public Speaking	7%	3%
Conflict Management	7%	3%
Community Development	7%	0%

Distinguishing Skills for Service Alums in Highly-Paid Professions

Top Distinguishing Skills

Distinguishing skills are those advertised more frequently by service year alumni in highly paid professions than by other service year alums. Distinguishing skills for service year alumni include a mix of competencies from the private and civic sectors.

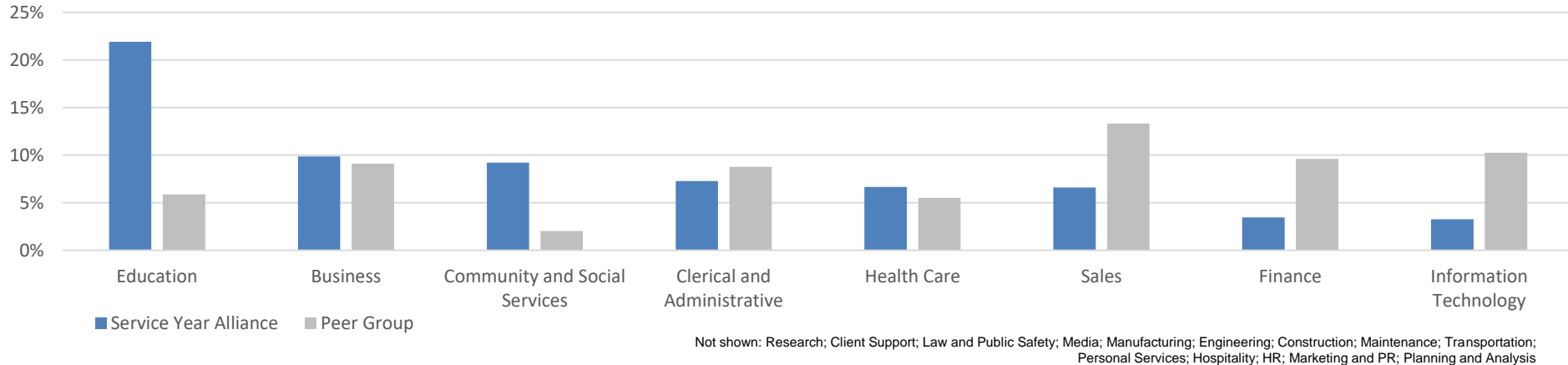
Skill	Percent of Alums in Highly-Paid Professions Advertising Skill	Percent of All Other Alums Advertising Skill
Research	52%	40%
Budgeting	48%	28%
Planning	36%	26%
Project Management	35%	15%
Teamwork / Collaboration	26%	20%
Staff Management	25%	16%
Grant Writing	17%	11%
Leadership	17%	14%
Strategic Planning	16%	7%
Fundraising	16%	12%
Business Development	14%	7%
Program Management	13%	5%
Data Analysis	10%	5%

Top Initial Career Areas of Service Year Alums Compared to Peer Group

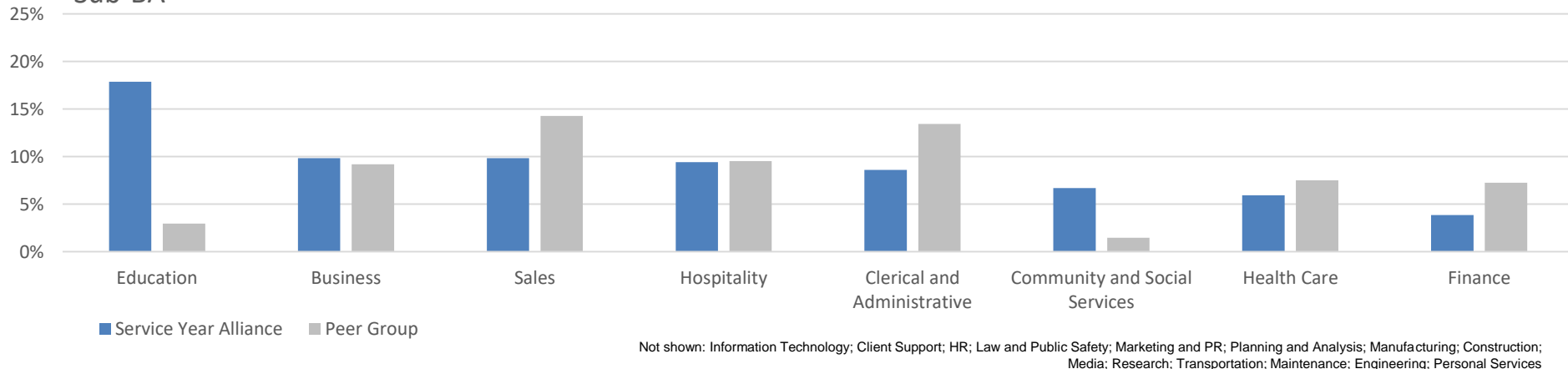


Following their service, service year alumni overwhelmingly enter the education sector, and they are significantly more likely to work in community and social services than the peer group. These career choices reinforce and compliment the skills developed during service.

BA+



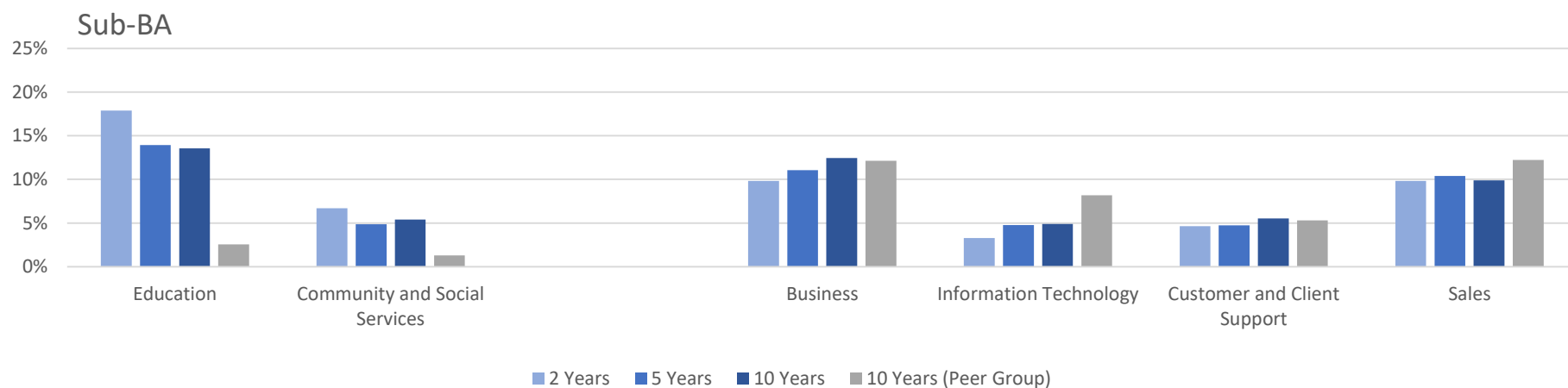
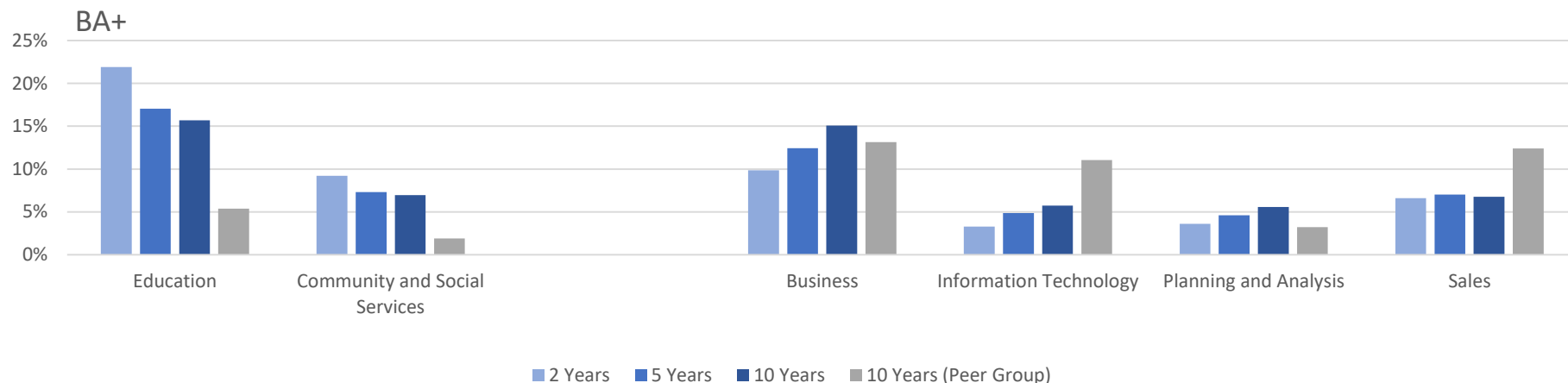
Sub-BA



Career Areas over time for Service Alumni



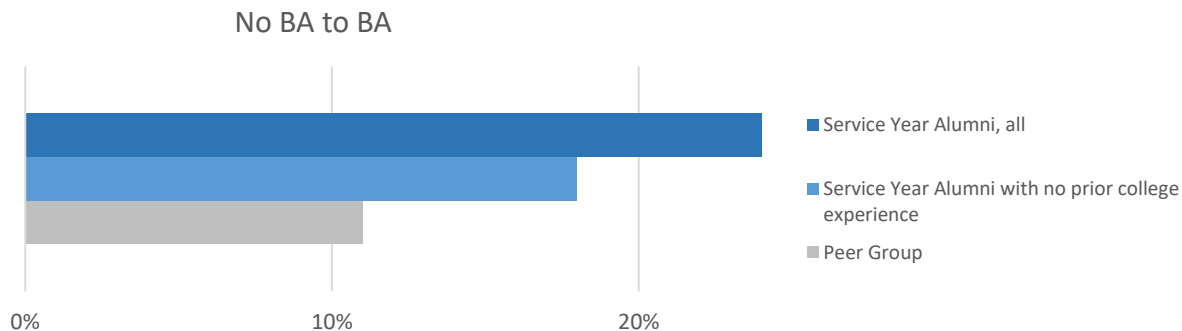
Many service year alums who initially choose careers in education eventually leave that field for other opportunities. Five and ten years after service, the proportion of service year alums in business and tech increases. Ten years later, the proportion of service year alums in education is equivalent to the proportion in business.



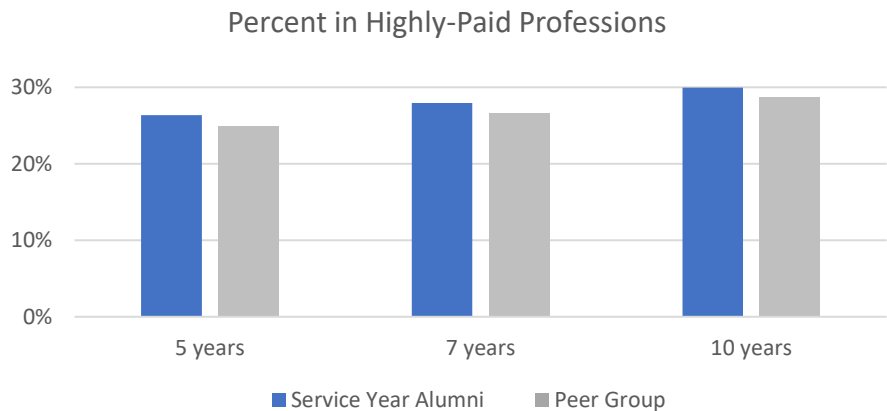
Progression of Service Year Alums who Entered Service Programs without a BA Degree



Among service year alumni who did not have a BA degree prior to their service year, almost twice as many went on to then achieve a college degree compared to their peer group.



Service year alumni without a Bachelor’s degree progress to higher-paying careers more quickly than their peers.



*Professions with average salaries over \$80,000

Closing Remarks

Key takeaways

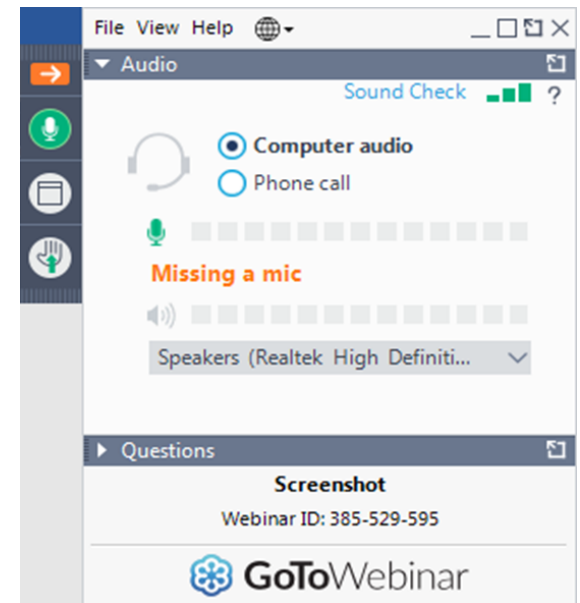
- Service year programs promote Bachelor's degree attainment
- Service year alumni eschew the office for the classroom
- Service year alumni seek careers that allow them to continue serving others
- Service programs yield significant gains to alumni who serve without a college degree
- While many service year alumni establish lasting careers in the social sector, others leave for the corporate world

Opportunities

- Support service year alumni during their many transitions: back to school, as they transition between career areas, or as they seek promotions
- Connect service year alumni to occupations, career areas, and industries where the skills they develop are most valued
- Within service programs, provide service members with opportunities to develop the distinguishing skills that lead to professional gains later in life

AUDIENCE Q&A

To submit live questions,
please use the
“Questions” box on the
control panel



MacArthur Antigua



Senior Director,
Alumni Engagement and
Cross-Sector Partnerships

Public Allies

@macarthur31

@PublicAllies

macarthura@publicallies.org

<http://publicallies.org/>

The background of the slide is a solid coral-red color. It is decorated with abstract geometric patterns of triangles in various shades of red, orange, and yellow. These patterns are located in the top-left, bottom-left, and right-hand corners of the slide. The triangles are arranged in a way that creates a sense of depth and movement, with some triangles pointing towards the center and others pointing outwards. The text "Public Allies" is centered on the left side of the slide, written in a bold, white, sans-serif font.

Public Allies

My Service Year *...before the internet*



Public Allies Chicago, 1997
Illinois Center for Violence Prevention



“

*To build a just and equitable
society, and the diverse
leadership to sustain it.*





The AmeriCorps Apprenticeship

Nonprofit Capacity Building

Our AmeriCorps members perform approximately 28-32 hours a week at different nonprofits.

Leadership Development Curriculum

They spend 4-8 hours a week as a cohort working through our leadership development curriculum

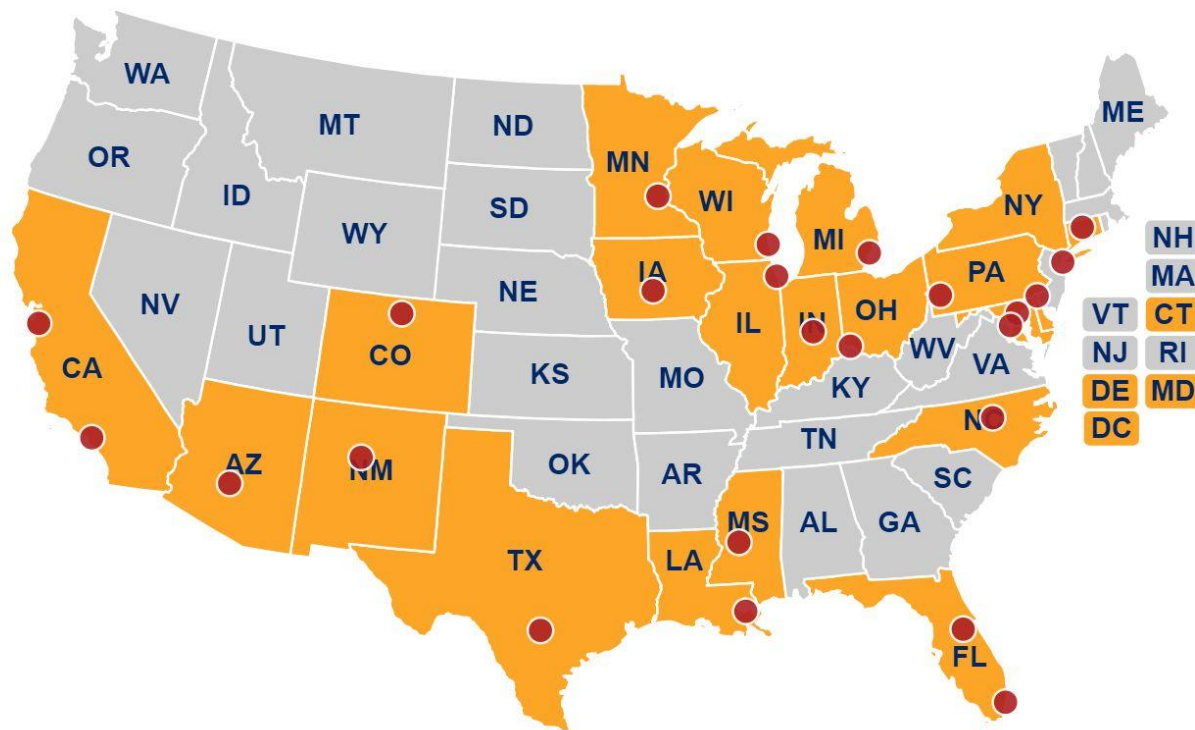
Team Service Project

The remainder of the week is spent working in smaller teams to perform community projects in partnership with residents.





The Leadership Development Model & our 10+1 Leadership Actions



In 2018, **625**

Allies worked at

466

Nonprofit Partner
Organizations

across **25**

Cities



92% of the class represented groups that were traditionally denied access and opportunity:

- LGBTQ: 22%
- Disabled: 8%
- Prior felony conviction: 4%
- Person of Color: 84%

Transgender: 3%

Nondegreed: 38%

Women: 64%

Degreed but unemployed for at least 6 months prior to enrollment: 9%



What our Nonprofit Partners Reported

Our Ally brought life experiences relevant to the issues or community our organization services, and resulted in improving and growing services.

87%

Our Ally improved the level and/or quality of services provided by our organization.

79%

Our organization is better positioned to carry out its mission as a result of the capacity building efforts of our Ally (or Allies).

88%

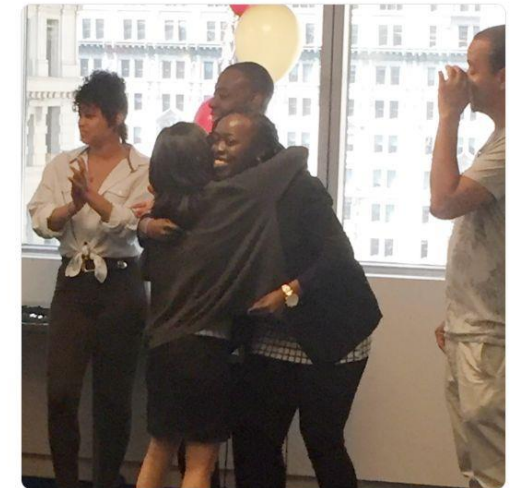
Strongly Agree and/or Agree that Public Allies recruitment, placement and training of Allies is a best practice for the nonprofit sector.

74%



Follow

Literal tears flowing for our Public Allies Fellow, Tenzin Lama, who has graduated from her 10 month program with us. We thank you for your brave voice and contributions to CRE, wishing you well in all of your future endeavors!



1:16 PM · 17 Jul 2018

1 Retweet 3 Likes



What our Allies Reported

Strongly Agree or Agree that Public Allies has influenced my career plans

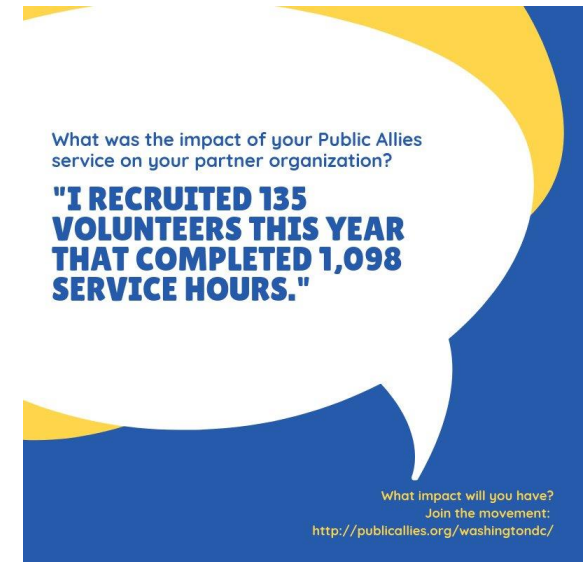
87%

Strongly Agree or Agree that Public Allies has prepared me well for my future education and career goals

84%

I am aware of the potential career opportunities available to me within the nonprofit sector.

88%



90 Days After the Apprenticeship:

90% report that they are employed, enrolled in higher education, and/or engaged in a second term of service.



Jessica Graham



Strategic Partnerships,
Inclusion & Collaboration
Cisco

@jessicagraham

@Cisco

jessgrah@cisco.com

www.linkedin.com/in/jessicacgraham/

<https://www.cisco.com/>



Seeking to Serve: Turning My Service Years into a Career Pathway

Jessica Graham

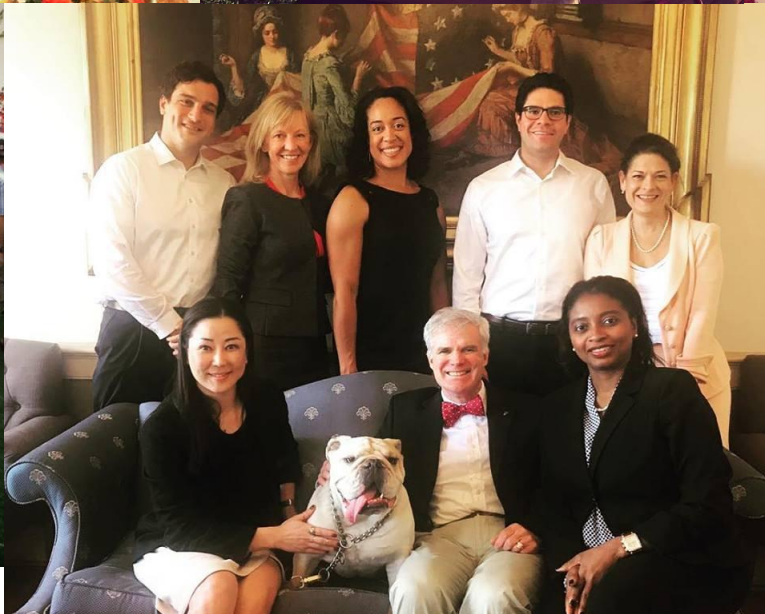
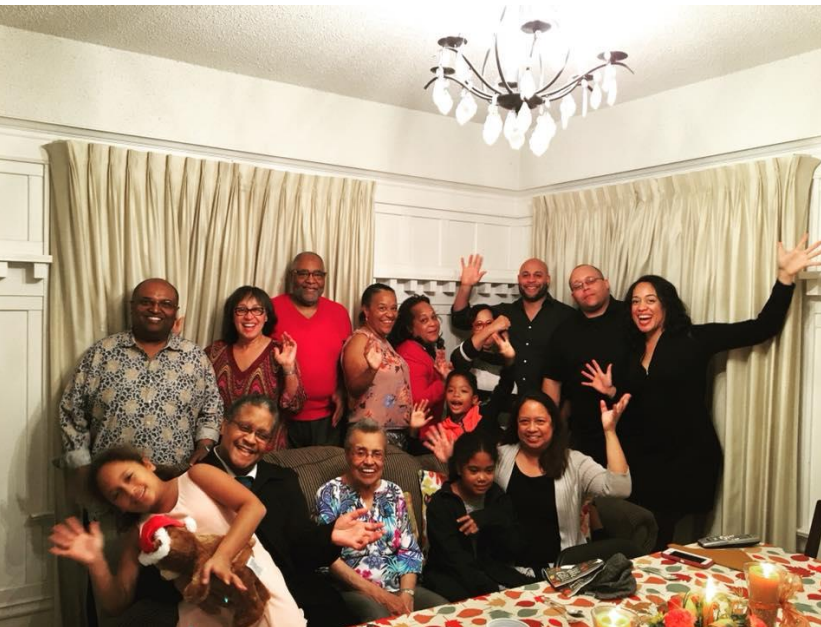
Strategic Partnerships Manager, Inclusion & Collaboration, Human Resources
November 14, 2018



Jessica Graham

Roles:

- **Current: Strategic Partnerships Manager, Inclusion & Collaboration**
- Community Relations Manager, Global Programs
- Community Relations Manager
- Director of Strategic Partnerships
- Director of Civic Engagement
- Volunteer and Development Manager
- Corporate Partnerships Manager
- Citizen Schools AmeriCorps Teaching Fellow



HBCU
Study Abroad!
1999-2004



Service Years
2005-2007

New Org, "Same" Gig
2012 - 2018



College

Service Years/Nonprofit Leadership

Private Sector



M. Ed.
Curriculum and Instruction



Leadership Staff
2007 - 2012



EMPL c/o 2018
Executive Master in
Policy Leadership





Skills I learned during my Service Years that I use in my work today:

- Community Asset-Mapping
- Stakeholder engagement
- Classroom management
- Metrics & Evaluation
- Strategic Planning
- Risk assessment + SWOT analysis
- Fundraising and Donor Engagement Strategy
- Event Management
- Volunteer Management
- Change Management
- Peer Leadership + delegation
- Multi-generational leadership
- Public speaking and presentation skills
- Shlepping of things

Equally important:

- ✓ Work ethic!
- ✓ Patience
- ✓ How to ask good questions
- ✓ How to celebrate and embrace difference
- ✓ Sell yourself, sell the vision!

Be Curious



My Approach

- Be Yourself! Don't curb your enthusiasm!
- Try to “beat” your personal best
- Relationships – invest in people, invest in yourself
- Talk openly about your dreams and interests
- Choose your mentors and sponsors
- Outcome-committed, forum-flexible



My Work Today: Full-spectrum diversity

- Attract, retain, and develop diverse talent
- Evangelist for full-spectrum diversity
- Staff support to Employee Resource Organizations (EROs)
- Manage a portfolio of external organizations offering targeted professional development
- “Train-the-trainer” for Cisco Citizen Global Networks

PRESENTERS



Ben Duda
Managing Director,
Corps Members and Alumni
Service Year Alliance
@benduda
@americorpsalums
@ServiceYear



Matt Walsh
Research Analyst
Burning Glass Technologies
@Burning_Glass



MacArthur Antigua
Senior Director,
Alumni Engagement and
Cross-Sector Partnerships
Public Allies
@macarthur31
@PublicAllies



Jessica Graham
Strategic Partnerships,
Inclusion & Collaboration
Cisco
@jessicagraham
@Cisco

#LetUsServe #ServiceYear

@AYPF_Tweets

A group of six diverse people (three women and three men) are standing in front of a brick building. They are all smiling and looking towards the camera. One woman on the right is waving her hand. They are wearing casual clothing, including jackets and sweaters. The building behind them has large windows and a brick facade.

Resources

A Better You. A Greater Us.

resources.serviceyear.org

Welcome to the Service Year Resource Hub!

[Read more](#)

Service Year 101

How-to-Guides

Membership Premium
Resources

Recently added media

Service Year Virtual
Career Fair Overview

A Better You. A Greater Us.

resources.serviceyear.org



Post-Service Year Preparation Checklist

Preparing your service year corps members for their next steps after service should start the moment that their service year begins. Use this handout to evaluate steps that you can take to make sure your service year corps members are ready to hit the world running!

Months 0-3 - Start Off Strong

- ☐ Coach service year corps members on elevator pitches about your organization and their service.
- ☐ Guide service year corps members to set short term and long term goals for their service year and for their personal and professional life beyond service.
- ☐ Identify any training needs or requests from your service year corps member to help them be successful in their service and their post-service goals.
- ☐ Share a program calendar of in-service touch points for the rest of the year.
- ☐ Give your members a framework to record important data about their service activities (total hours served, houses built, acres gardened, etc)

A BETTER YOU. A GREATER US.

Translating Service Year Skills



Service year corps members develop important skills throughout their service year. These skills have many names - 21st century skills, power skills, soft skills, etc - but with whatever name or frame work you use, they all indicate to employers that you have what it takes to succeed in the workplace.

A Framework for Skills

One framework for foundational skills that is useful comes from the [Common Employability Framework](#) from Business Roundtable. This divides skills into four buckets: Personal Skills, People Skills, Workplace Skills, and Applied Knowledge. Ultimately, the specific skills that you focus on will depend on your service experience, your strengths, and the priorities of the job, industry, or education program that you are applying to.

PERSONAL SKILLS	PEOPLE SKILLS	WORKPLACE SKILLS	APPLIED KNOWLEDGE
<p>These skills are what you are like as an individual. Personal skills show that you know your strengths and what you will bring to your job every day.</p> <p>Examples:</p> <ul style="list-style-type: none">- Integrity- Responsibility- Resourcefulness- Adaptability- Initiative	<p>These skills indicate what you are like when you work with others, both with others at your office and with the clients you serve.</p> <p>Examples:</p> <ul style="list-style-type: none">- Communication- Teamwork- Respect- Cultural Competency	<p>These skills reflect how you handle your professional responsibilities and ability to focus, be productive, and get the job done</p> <p>Examples:</p> <ul style="list-style-type: none">- Problem solving- Planning and organizing- Using common tools and technology	<p>These skills indicate that you have the basic foundation as well as the education to do your specific role. This will vary based on industry.</p> <p>Examples:</p> <ul style="list-style-type: none">- Math and science- Reading and writing- Applied technology- Critical thinking and analysis

Other helpful frameworks when thinking of skills shown to be valuable in the workplace:

- [Global Digital Citizen Foundation - 21st Century Skills Every Student Needs](#)
- [Partnership for 21st Century Learning - Framework for 21st Century Learning](#)
- [MHA Labs - Skill Building Blocks](#)
- [Envision - 13 Essential 21st Century Skills](#)

This resource was adapted from Virginia Mentorship Partnership

A BETTER YOU. A GREATER US.

A Better You. A Greater Us.

resources.serviceyear.org



A Better You. A Greater Us.

Service Year Alliance



We are a nonprofit organization working to make a year of service a common expectation and opportunity for all young Americans. Service Year Alliance accomplishes this through partnerships and a strategy that connects and supports service year programs.

about.servicyear.org



ServiceYear.org

Access to and presence on a state-of-the-art online marketplace and resource hub



National Recruitment, Awareness, and Corps Member Support

Access to and participation in a national campaign to inspire a generation to serve, rewards for their service, and resources to support corps members during and after their service



Grow Service Year Programs

Access to best practices, knowledge sharing and awards to grow and improve your existing programs and help create new ones



Policy and Advocacy

Support from the Washington, DC policy operation, grassroots movement across the country, and an alliance of influential Americans

A Better You. A Greater Us.



Interested in Service as a Talent Development Strategy?

Email Us at: growth@serviceyear.org

We can help you!

Join Us for Part 3 of the Series!

How National Service Can Advance the Mission, Goals, and Capacity of Nonprofits

December 11, 2018

Register here:

<https://register.gotowebinar.com/register/1720751485415403010?source=Nov+Webinar>



American Youth
Policy Forum
25th Anniversary



#LetUsServe #ServiceYear

@AYPF_Tweets

Thanks for Attending!

- Please fill out the survey upon exiting the webinar
- Materials and recording will be posted on both of our websites: www.aypf.org and <http://www.serviceyear.org>