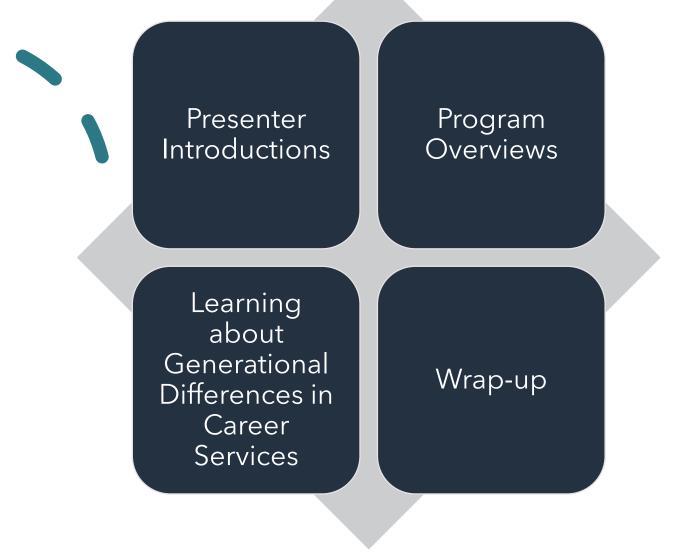January Ecosystem Enrichment

Serving Diverse Populations: Addressing Generational Differences in Service Delivery

Housekeeping Items

- The session is being recorded, the PowerPoint and other materials will be sent out after the session.

- Please mute yourselves to make sure that speakers can be heard and we do not experience feedback. No need to keep video on unless you want!

- We plan to use breakout groups for some discussion around the topics you're learning about today. When this happens, go ahead and do brief name introductions, go over the questions presented, and offer any reflective thoughts.

- You will be able to ask questions using the chat function
  - If you'd like to ask your question live, please wait until Q&A
  - If you have are having issues with anything, feel free to text 317-690-4238

Presenter Introductions

- Immanuel Ivey
  - Senior Director of Workforce Development and Entrepreneurship
  - Edna Martin Christian Center

- David Taylor
  - Professional Development Facilitator
  - Marian University Project Build

- Aileen Mercer
  - SCSEP Employment and Readiness Guide
  - Goodwill of Central and Southern Indiana

Career Education and Training Academy

- Job Readiness Training
- Financial Literacy
- Foundations
- Occupational Skills Training
  - Culinary/Hospitality
  - Logistics Associate
  - Construction
  - Audio Tech
- HSE/ABE

EDNA MARTIN
CHRISTIAN CENTER

Community Solutions and Entrepreneurship Center

- Business Plan Development
- Pitch Development
- 1:1 Coaching
- Business Growth Forums
- SWOT this COVID Townhall Discussion
- Additional Programming and Referrals

EDNA MARTIN
CHRISTIAN CENTER

Opportunity Youth and Reentry

- Opportunity Youth- 17-24 yrs old
- Criminal Record
- Multiple Barriers
- No High School Diploma
- Work with Probation/Parole/Comm. Corrections
- Mental Health Services
- Progress Reports and Letters

EDNA MARTIN
CHRISTIAN CENTER

Building a Better Tomorrow

◦Fast Track HSE Program
◦ELL Transition Program
◦ELL Program

M U
Project Build

Building a Better Tomorrow

Certification Programs
- Digital Literacy
- Microsoft Office
- CompTIA
- Construction

SCSEP

Senior **C**ommunity **S**ervice **E**mployment **P**rogram

What is SCSEP?

- Community service and work-based job training program for older Americans

- Participants gain work experience in community service activities at non-profit and public facilities, including schools, hospitals, day-care centers, and senior centers.

- Participants train an average of 20 hours a week and are paid 7.25/hr.

- Training assignments serve as a bridge to unsubsidized employment opportunities for participants.

Who does SCSEP Help?

- Participants must be at least 55 years old

- Participants must be unemployed

- Participant must have a family income of no more than 125% of the federal poverty level

- Enrollment priorities include: veterans and qualified spouses, individuals over 65, have a disability, have low literacy skills or limited English proficiency, reside in a rural area, are homeless or at risk of homelessness, have low employment prospects

Goodwill of Central and Southern Indiana (GCSI) operates SCSEP is the following Indiana Counties:

- Marion, Hamilton, Hancock, Shelby, Bartholomew, Johnson, Morgan, Hendricks, Henry, Randolph, Wayne, Fayette, Union

Participant Referral to GCSI SCSEP

- Applications can be requested by phone and mailed to applicant
- Applications can be completed online at

https://www.goodwillindy.org/employment-services/

- Completed Applications may be mailed to:

Goodwill of Central & Southern Indiana
ATTN: SCSEP
1635 West Michigan Street
Indianapolis, IN 46222

- To learn more about SCSEP, please call us at 317-524-4360

What is a SCSEP Host Agency?

- A host agency is a 501(c)(3) nonprofit organization or government agency that provides the location and resources for participants to complete their training assignments.

- Because SCSEP is both a job training program and a community service program, participants are required to complete training in the community service environment at a host agency.

- A host agency supports the participant in their job training and employment goals.

SCSEP Host Agency

If interested in learning more about partnering with Goodwill SCSEP as a Host Agency, please contact:

Kris Green, SCSEP Program Manager

kgreen@goodwillindy.org

317-524-4363

Aileen Mercer, SCSEP Guide

amercer@goodwillindy.org

317-524-4244

Key Learning Objectives

Addressing Generational Differences in the following areas of Service Delivery

- Recruitment

- Engagement/Motivation

- Retention

- Transferable Skills

- Career Exploration

- Work-Based Learning and On-the-Job Training

- Technology Use

Engagement: Tapping into Client Motivations

- *What keeps individuals engaged?*
- *Does it vary between youth, adults, and seniors?*
- *Do your clients like to see "quick wins"? If so, what are they?*

  - Programming that has youth, adults, and seniors interacting can be valuable
  - Quick wins are key to engaging all clients, allows them to see progress early on and keep moving toward long-term goals
  - **Youth Participants**
    - Need an engaging facilitator who will keep their interest **and** be real with them
    - Allow them the space and resources to build their self-esteem
  - **Seniors (55+)**
    - Often financially motivated, especially if it will help support their children and grandchildren
    - Also in tune with their sense of purpose at this stage of their life
  - **Adults (25-55)**
    - Earn & Learn works well with adults
    - They appreciate sincerity and want to be respected
    - Allow them to explore purpose

Retention Strategies

- *What communication methods do you use with program participants to keep them participating?*
- *How often do you communicate with clients to check in?*
- *What are some of the barriers that make it difficult to retain participants?*

- Frequent contact is best, and using a variety of methods so that clients can use what is most comfortable for them
- During COVID where in-person programming is limited (or even non-existent), weekly contact is preferred
- **Youth Participants**
  - Consider using text marketing if it your participants have access to phone & reasonable text plan
- **Seniors (55+)**
  - If possible, mailings work well with these participants
- **Adults (25-55)**
  - Email, phone, and/or texting can all work, but it depends on the client

Transferable Skills

- *Youth – How do help individuals build their skills and experience early on?*
- *Adults – How do you work with adult participants that have gaps in work history?*
- *Seniors – How do you help individuals take skills from previous jobs or careers and apply them to new opportunities*

- Help participants understand how their skills can be applied in different spaces (ex: full-time job & side hustle)
- People don't always know what skills they have! Help them think outside the box.
- Coach participants to be up front about gaps in work history and how they've grown
- Choice – help clients plan for a few different career paths in case something doesn't work out
- [Functional Resumes](#) are great! So is [TORQ](#)
- *"We live in a world where Skills are as important as Experience and Education"* – Mr. Ivey
- **Youth Participants**
  - Exposure is important to provide unique opportunities for this group
  - Help them see entrepreneurship as a viable option no matter what career path they pursue
- **Seniors (55+)**
  - Older participants can usually clearly articulate what they liked about their previous jobs and how they can help them in different opportunities. Seeing their skills on paper grows their confidence.
- **Adults (25-55)**
  - Be attentive to participant interests, and help them see how their interests can lead to job/career

Career Exploration

- *Youth* – How do you expose youth to careers they are unfamiliar with? What tools do you use to assess their interests and get them to do meaningful exploration?
- *Adults* –What does this look like for adults with varying interests or aren't sure what they want to do?
- *Seniors* – What does this mean for individuals who may have had a previous career? How do you get these folks to think outside the box?

- Choice – don't let participants box themselves into a career path, let them keep their options open
- Help individuals see true "pathways", stair steps to a sustainable career
- **Youth Participants**
  - True Colors assessment is good for this group, then a career assessment afterward
  - Help them see entrepreneurship as a viable option no matter what career path they pursue
- **Seniors (55+)**
  - Balance participant **interests** with their **limitations**. This group of participants often has physical limitations to performing specific job duties.
    - Can they stay in an industry they're comfortable with, but take on a lighter, potentially administrative role?
- **Adults (25-55)**
  - Use technology for career exploration, YouTube videos to show a day-in-the-life of specific jobs/careers

Recruitment Methods

- *How do you recruit individuals into your programming?*

- *Does it vary for youth, adults, and seniors?*

- *What works and what doesn't?*
    - Word of mouth is the most popular method for recruiting new participants – you're current or past clients are your biggest asset!
    - Partnerships with community agencies helps
    - **Youth Participants**
        - Yard signs and door-to-door outreach can be a good way to build awareness with this group
    - **Seniors (55+)**
        - Go where you know these folks might be to recruit and have information or applications on site
    - **Adults (25-55)**
        - Hiring previous participants can be a great way to show program success and get new folks in the door

Work-Based Learning & On-the-Job Training

- *Youth – What does WBL and OJT mean for youth participants?*
- *Adults – How do opportunities for WBL or OJT helping your adults?*
- *Seniors – Why is WBL and OJT important with seniors?*

- Getting hands-on experience for jobs is important
- Many of these opportunities will be entry-level – clerical, food service, customer service, janitorial, maintenance, etc – which makes them accessible to all types of clients
- **Youth Participants**
  - Work experiences paired with occupational training is a winning combo for this group
  - WBL & OJT creates clear expectations about work ethic and accountability
- **Seniors (55+)**
  - WBL and OJT works with seniors because it builds confidence and allows them to build relationships with others
- **Adults (25-55)**
  - Getting hands on experience gives value and meaning to what they are studying
  - Builds drive to finish their education
  - Work experiences paired with occupational training is a winning combo for this group

Learning & Using Technology

- *How receptive are your participants to learning about and using technology?*
- *What strategies help with digital literacy?*
- *What are some ways to get individuals interested in careers with technology?*

- Age is not indicative of anyone's familiarity and comfort level with technology
- Figure out where someone's skill set is and meet them where they're at with digital literacy training
- For those who are picking it up quickly, give them opportunities to advance and keep going
- For those who are struggling to work with technology, give them additional support and resources
- Try to integrate tech knowledge with other aspects of coaching/learning, almost disguising digital literacy until participants have some mastery
- Many people want to learn, but do not have access
  - Do you have a computer at home?
  - Is it working?
  - Do you have WiFi to connect it?

Wrap-Up

Next Session: February 25th

Register Here

Want to Info from Past Ecosystem Enrichment Sessions?

Click Here

More Career Services Resources Here!