How a Year of Service Prepares Young Adults for the Workforce

Wednesday, November 14, 2018

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MODERATOR

Betsy Brand
Executive Director
American Youth Policy Forum
bbrand@aypf.org
www.aypf.org

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  Recording Available

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

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  December 11, 2018

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Ben Duda

Managing Director, Corps Members and Alumni
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bduda@serviceyear.org
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The Role of Service Years in Talent Development
Overview
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 Service Year is a First Office

For one year, this was my office.
A Service Year is a First Office

Teamwork

For one year, this was my office.

Customer Service

For one year, this was my office.

Teaching

Let's read together.

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.**
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.*
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

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

Research Analyst
Burning Glass Technologies
@Burning_Glass
mwalsh@burning-glass.com
https://www.burning-glass.com/

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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.

- Match on the distribution of age, work experience, and gender from the Service Year Sample
- 78 million resumes in Burning Glass database
- 100,000+ Peer resumes matched on characteristics of service year alums
- 40,328 Peer Group members with a Bachelor’s degree or higher
- 59,703 Peer Group members at sub-baccalaureate level
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.

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

<table>
<thead>
<tr>
<th>Skill</th>
<th>Percent of Service Alums Advertising Skill</th>
<th>Percent of Peer Group Advertising Skill</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching</td>
<td>37%</td>
<td>13%</td>
</tr>
<tr>
<td>Lesson Planning</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Tutoring</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>Grant Writing</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>Case Management</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Public Health and Safety</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>Public Speaking</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Conflict Management</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Community Development</td>
<td>7%</td>
<td>0%</td>
</tr>
</tbody>
</table>
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.

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

Not shown: Research; Client Support; Law and Public Safety; Media; Manufacturing; Engineering; Construction; Maintenance; Transportation; Personal Services; Hospitality; HR; Marketing and PR; Planning and Analysis

Not shown: Information Technology; Client Support; HR; Law and Public Safety; Marketing and PR; Planning and Analysis; Manufacturing; Construction; Media; Research; Transportation; Maintenance; Engineering; Personal Services
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.
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

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MacArthur Antigua

Senior Director,
Alumni Engagement and Cross-Sector Partnerships
Public Allies
@macarthur31
@PublicAllies
macarthur@publicallies.org
http://publicallies.org/

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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%
Nondegree: 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%
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/

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

Strategic Partnerships Manager, Inclusion & Collaboration, Human Resources
November 14, 2018
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 Nonprofit Leadership
2005-2007

Service Years
2007-2012

M. Ed.
Curriculum and Instruction

Leadership Staff
2007-2012

Private Sector

New Org, “Same” Gig
2012-2018
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
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Welcome to the Service Year Resource Hub!

Service Year 101

How-to-Guides

Membership Premium Resources

Recently added media

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 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.

<table>
<thead>
<tr>
<th>PERSONAL SKILLS</th>
<th>PEOPLE SKILLS</th>
<th>WORKPLACE SKILLS</th>
<th>APPLIED KNOWLEDGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>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. Examples: - Integrity - Responsibility - Resourcefulness - Adaptability - Initiative</td>
<td>These skills indicate what you are like when you work with others, both with others at your office and with the clients you serve. Examples: - Communication - Teamwork - Respect - Cultural Competency</td>
<td>These skills indicate how you handle your professional responsibilities and ability to focus, be productive, and get the job done. Examples: - Problem solving - Planning and organizing - Using common tools and technology</td>
<td>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. Examples: - Math and science - Reading and writing - Applied technology - Critical thinking and analysis</td>
</tr>
</tbody>
</table>

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

- MHA Labs: Skill Building Blocks
- Envision - 13 Essential 21st Century Skills

This resource was adapted from Virginia Mentorship Partnership.
Turn Service into Skills for Corps Members Resumes
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.serviceyear.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

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*

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- Materials and recording will be posted on both of our websites: www.aypf.org and http://www.serviceyear.org