

Reengaging Opportunity Youth

EXECUTIVE SUMMARY

More than 16% of young adults aged 16 - 24 in the U.S. are disconnected from both school and work. Investing in targeted outreach and engagement strategies present an opportunity to unlock a pipeline of motivated young people.



THE CHALLENGE

Systemic barriers such as:



- Lack of education
- Unemployment
- Disabilities
- Foster Care
- Homelessness

Many remain disconnected despite services provided by:



THE OPPORTUNITY



Workforce Development

- Expand the talent pool and reduce unemployment



Community Impact

- Help reduce poverty and recidivism



Brand Equity

- Gain trust and recognition as socially responsible



Collaborative Advantage

- Align resources and share risks

THE SOLUTION

- 1 Amplify Youth Voices**
 - Highlight stories of success via social media
 - Platform youth as spokespeople and influencers
 - Enable two-way communication
- 2 Strategic Partnerships**
 - Align with existing service providers
 - Identify youth leaders for peer-to-peer outreach
 - Share resources and infrastructure
- 3 Sustainable Engagement**
 - Build campaigns rooted in storytelling
 - Listen and respond to this population
 - Measure workforce and community impact

QUESTIONS?

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