

Reengaging Opportunity Youth



By Team American Tail:
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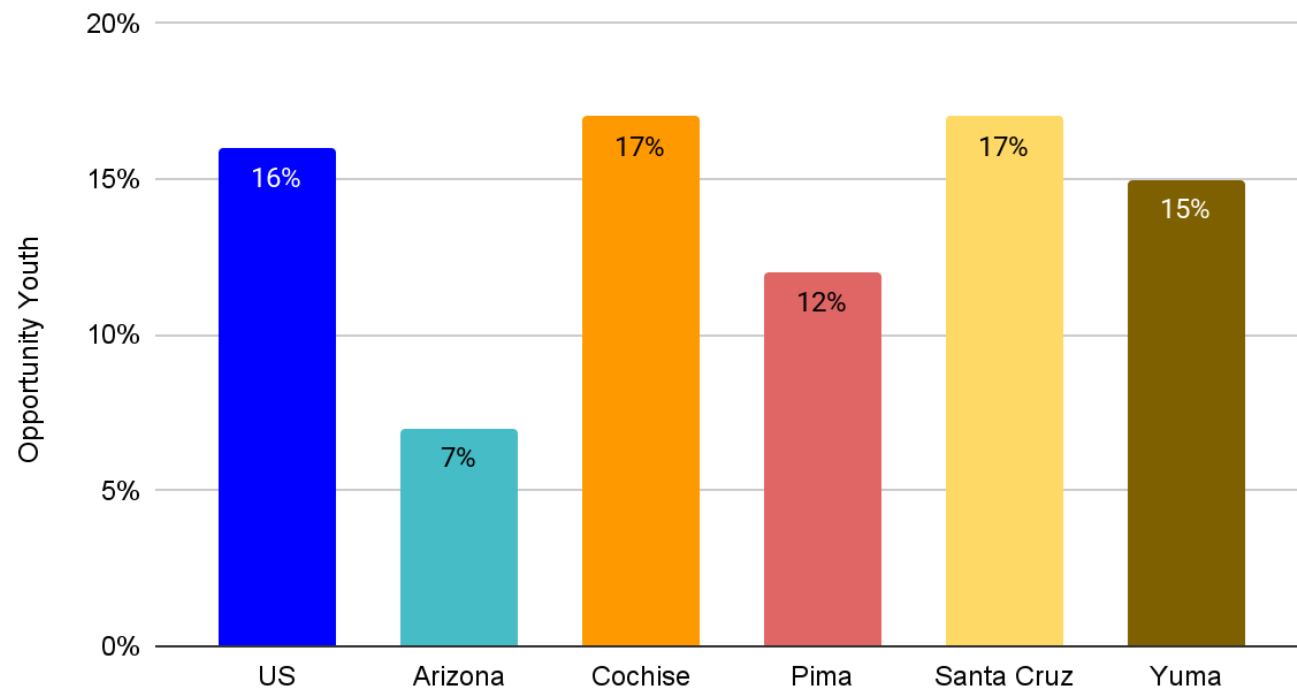


What defines an Opportunity Youth?

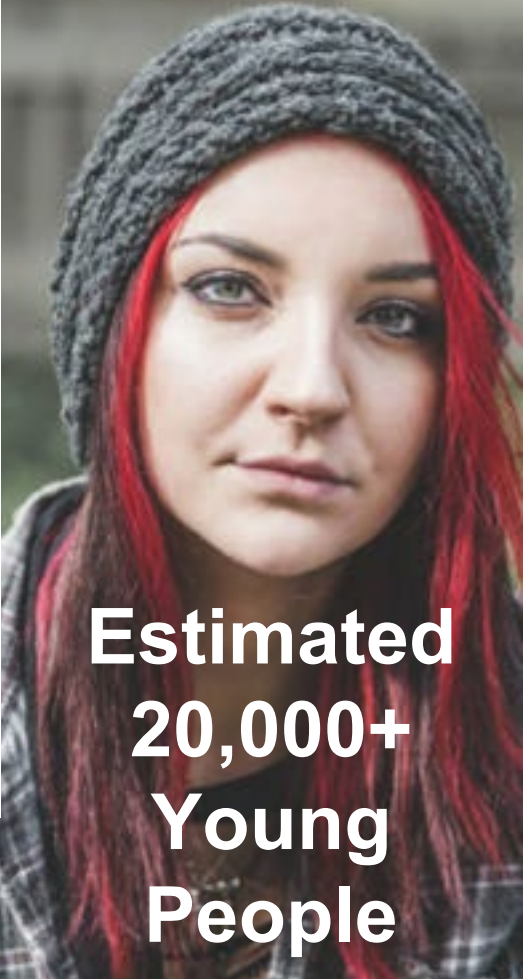
- Aged 16-24
- Not attending school
- Not at work or low-income
- May include one or more of the following:
 - High school dropout
 - Has a disability
 - Pregnant or parenting
 - An offender
 - Within the foster care system
 - Homeless / Runaway
 - Lacking basic skills (e.g. Literacy, English Language Proficiency)



Opportunity Youth (aged 16-24), 2022



Source: EdForwardAz <https://educationforwardarizona.org/progress/locations/>



**Estimated
20,000+
Young
People**

Services that Connect with Opportunity Youth



CradletoCareer
Anchored at United Way of Tucson and Southern Arizona



PimaCommunityCollege

Workforce Development
& Continuing Education



**PRIMAVERA
FOUNDATION**



How do you talk to people who do not want to talk to you?



Hearing from **peers**
and **word of mouth**
is a strong strategy
to reach a
community
that is broadly
distrustful of,
and **disconnected**
from,
existing services.



The Power of Peer-to-Peer

Platforming Lived Experiences
and Young Voices to build
Engagement

Amplify voices and attention

Lean into lived-experience

Let their voices be their own

Create two way communication

Let's Get Them Talking (Insta-ing? TikToking?)

A **coordinated regional** social media campaign

Resources: Someone needs to own this

Goal: Sell the lifestyle and the results

Risks: You're always going to have Knuckleheads

Measurement: Built in indicators and metrics

Amplify voices, listen, and let voices be heard





NEED A JOB

Nuts And Bolts

Make a hashtag (ask someone younger than us)

What resources does this need?

- Planning
- Oversight of your own brand
- Incentives for voices (marketing budgets, experiences, SWAG, AZPM?)
- Production costs?

Requires Consistent Posting Schedule

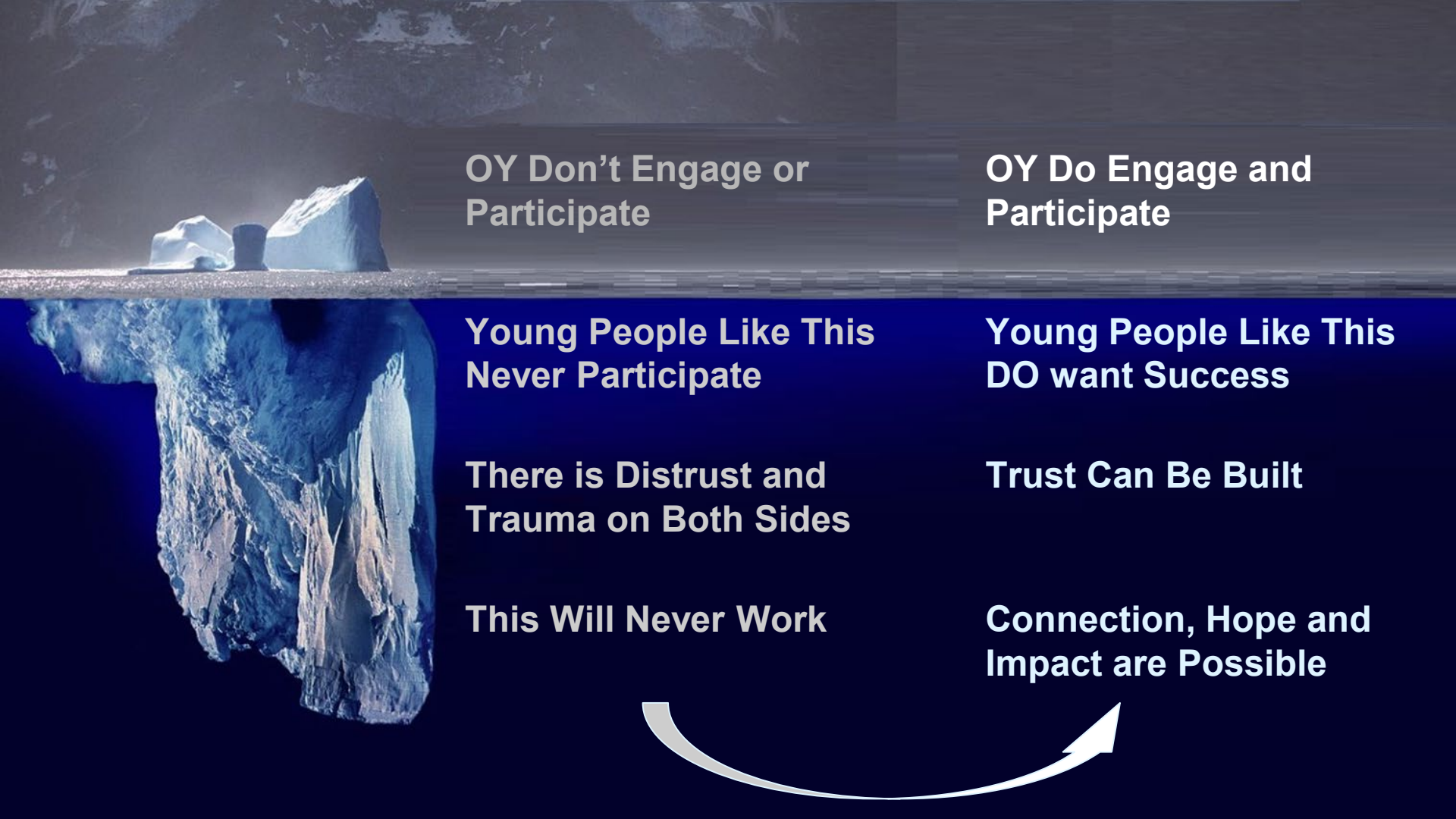
Defined Call to Action

Short Videos

Four Part Campaign Strategy

1. Awareness
2. Inspiration
3. Engagement
4. Connection



An iceberg floating in dark blue water. The small tip of the iceberg is above the water line, while the much larger, jagged mass is submerged below. A horizontal line separates the water surface from the submerged part. The background is a dark, textured blue.

OY Don't Engage or Participate

OY Do Engage and Participate

**Young People Like This
Never Participate**

**Young People Like This
DO want Success**

**There is Distrust and
Trauma on Both Sides**

Trust Can Be Built

This Will Never Work

**Connection, Hope and
Impact are Possible**







iPhone

Questions?

To follow up:

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