



COMMISSION
AGENDA MEMORANDUM

Item No. 7b

BRIEFING ITEM

Date of Meeting February 11, 2020

DATE: January 24, 2020

TO: Stephen P. Metruck, Executive Director

FROM: Amberine Wilson, HR Outreach Program Manager
Kim DesMarais, Talent Management Director
Katie Gerard, Senior Director Human Resources

SUBJECT: Youth Internship Programs Update

EXECUTIVE SUMMARY

Last November, Human Resources provided an update to the Commission on the Port's successful 2018 internship program. At that time, the Commission requested a five-year strategic plan be completed during 2019. While the initial landscape analysis was complete in 2019, there is still additional work being done to connect the program to the Workforce Development Policy Directive and the new Office of Equity Diversity and Inclusion.

This briefing provides an update on the 2019 youth internship programs and discusses current priorities and plans for the 2020 program. The strategic plan for connecting the Port's internship programs to the Port's WFD policy, regional Career Connected Learning (CCL) strategies, and partners to grow the programs' impact will be discussed at a later date.

Over the last five years we have hired over 500 youth while making significant progress on the main goals for the internship program:

- Raise awareness of the Port of Seattle and Port-related Careers
- Build a Diverse Talent Pipeline for the Port and Port-Related Industries
- Lessen the Opportunity Gap Among Youth in King County
- Offer Internships to at least 90 High School and 30 College Students at the Port


2020 Priorities:

- Prioritize Internship Opportunities Based on Labor Market Data
- Increase number of interns who earn school credit during their internship
- Implement Outcome Metrics Strategy and Produce Benchmark Report
- Launch Community Participatory-Based-Research Pilot to Increase and Measure Awareness
- Launch Alumni Engagement Pilot Event
- Partner with Workforce Development to Develop Port-Wide Career Connected Learning Strategy

BACKGROUND

Career Connected Learning

Career Connected Learning is a continuum of events and work-related experiences designed to create meaningful linkages between K-12 education and future employment opportunities. They are typically broken down into a series of events classified as, “Awareness”, “Experiential”, “Preparation”, and “Launch”. These events build career pipelines or pathways for young people from an early age.



Awareness events are most prevalent and diverse as they are creating introductory-level exposure for young people to regional industries and opportunities.

- Career fairs, industry speakers in classroom settings, worksite tours, curriculum development and/delivery

Experiential events are at the next and more focused level of learning opportunities. These traditionally involve short-term, direct interaction with professionals.

- Networking events, job shadows, work-based problem solving, innovation challenges, career-prep training

Preparation events include extended direct interactions with professionals. These provide supervised practical application of skills and knowledge.

- Worksite learning, internships, youth apprenticeship, career readiness training

Launch events prepare youth for employment in a specific range of occupations and often, but not always, occur after high school.

- Apprenticeships, college training programs/certificates, vocational training, clinical experience

CCL best practice recommends that young people are given multiple opportunities over the course of their education to be exposed to and get hands on experience with the industries and career opportunities in their surrounding area.

Regional Career Connected Learning Landscape

The systemic development of these pathways in the Puget Sound region can address an acute and present dilemma – the Workforce Gap.

There will be 740,000 job openings in Washington State by 2021. Workers with a postsecondary credential— such as a degree, apprenticeship, or certificate, will fill most of those jobs. However, only 40% of our high school students go on to earn such a credential by age 26.

Meeting Date: February 11, 2020

In short, the jobs are here, but we are not preparing your young people to fill them.

Career Connected Learning is the effort to close that gap by preparing young people, early and often, for the workforce they will eventually enter. Our current system keeps employment and education separate. This is doing a disservice to young people because they are ill-prepared for the opportunities that surround them.

CCL pathways connect K-12 education with industry-based experiential learning to make potential pathways to opportunity more accessible.

The Port of Seattle is in a unique position to work in this system to create pathways that serve the community and port-related industries while working to close the achievement gap in service to equity in the region.

The Port of Seattle’s Internship Programs

In the last five years, the Port has increased its high school internship program more than 12 times over and it has doubled its college program, while keeping expenses flat. We have done this with a commitment to continuous process improvement, internal and external partnerships, direct outreach strategies, and an increase in part-time school year opportunities. We have also followed research-based best practices to add career awareness events, networking workshops, team-development and project management opportunities, and an equity-focus to the programs.

The Last Five Years have been focused on program development and growth:

	2015	2016	2017	2018		2019		
				Summer	Fall	Spring	Summer	Fall
HS Pilot Programs					11	10		6
High School Interns	8	68	82	81			79	11
College and Graduate Interns	26	37	38	49	2	1	49	1
Total	34	105	120	143		157		

The question is, how many of those internships lead to jobs? How many of our awareness and experiential events lead youth to careers in Port-related industries? It is time to focus on growing the pipelines into these careers and measuring our outcomes.

A look at the Port’s current career connected learning activities, indicates that we should:

Meeting Date: February 11, 2020

- Use labor market data to assess the needs of the Port and port-related industries to inform internship offerings and programming
- Be more internally collaborative in our Port-lead or sponsored CCL events and programming
- Strengthen and diversify our CCL programs by increasing outreach to community and partners who connect to regional CCL strategies
- Increase and diversify CCL activities; Involve more departments and divisions across the Port in CCL activities
- Create space for non-traditional credential holders and job seekers to participate in Port CCL programming
- Share our lessons learned and successful model with other public agencies to increase regional impact and capacity

THE NEXT FIVE YEARS: PROGRAM REFINEMENT AND REGIONAL IMPACT

Vision:

Our Internship Programs operate within a regional Career Connected Learning strategy to achieve human resources' and workforce development's missions. Opportunities have a focus on Port-related sectors, labor market data, community partnerships, equity, and outcome metrics. The programs are a model of how to build successful career pipelines for maximum regional impact.

Overview

Imagine a Port internship program where all participants are:

- Selected by equity-focused community partners that have already begun training them on Port-related careers,
- Placed into internships at the Port that build upon that curriculum and provide them with experiences that offer school credit and transferable skills that help them compete for in-demand jobs,
- Connected to post-internship opportunities that guide them to the next step in their career, whether that's an apprenticeship, college, post-secondary program, another internship, or an entry level job,
- Linked to alumni surveys, engagement events, and social media communications so we can better track our long-term impact and recruit former interns.

By eliminating the competitive hiring process, HR can spend more time building community partnerships and designing quality internship opportunities. We can also develop programs in partnership with local communities, so they are a part of the design process. By leveraging partners, we increase equity and impact by providing services both before and after the internship.

Meeting Date: February 11, 2020

ATTACHMENTS TO THIS BRIEFING

- (1) Presentation slides

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

November 27, 2018 – The Commission was briefed on 2018 program and goals for 2019 program.