

# Lunch & Learn

September 2024

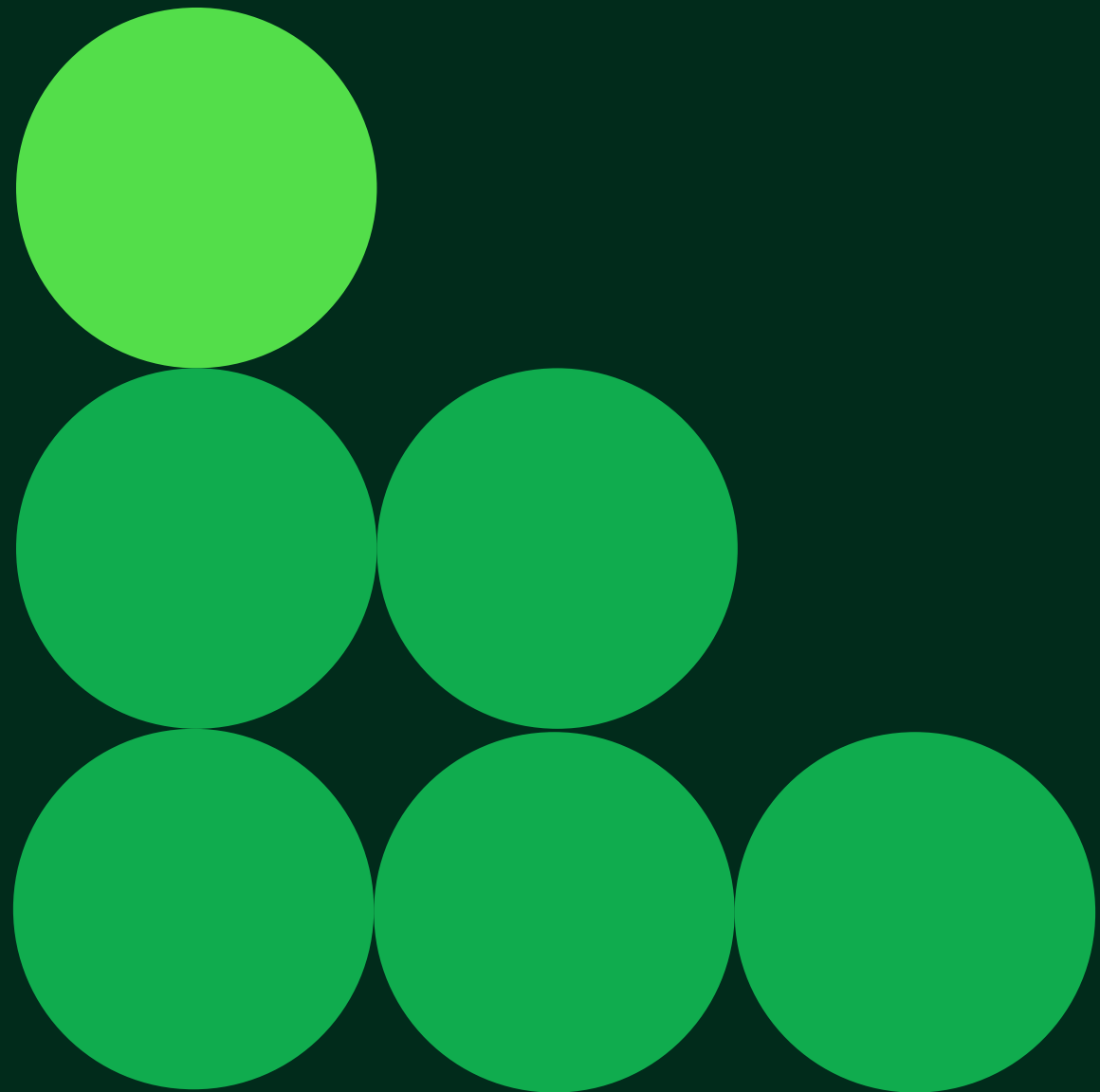


# What is Workforce Development?

<https://afscmestaff.org/>



# Agenda



- What is Workforce Development ?
- Overview of the Center
- Accessing Our Toolkit
- Youth Outreach & Engagement
- Discussion

# Workforce Development

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**Career Services**

**Career Planning**

**Apprenticeship**

**Job Training**

**Career Counseling**

**Job Placement**

**Professional Development**

**Recruitment**

**Skill-Building**

**Career Pathway**

**Job-Readiness**

**Internships**

# Workforce Development

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career-related services to improve an individual's career earning potential and options by increasing their skills, education, and credentials



# Using Workforce Development at AFSCME

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career-related services to improve an individual's career earning potential and options by increasing their skills, education, and credentials

**Strengthen Our Union**

Recruitment

**Grow Our Membership**

Apprenticeship

Job Training

Career Pathway

**Build Worker Power**

Skill-Building

Career Counseling

Job Placement

Job-Readiness

Professional Development

Career Services

Internships



# Using Workforce Development at AFSCME



<https://afscmestaff.org/>

# Your Workforce Development Hub

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**Technical Assistance & Guidance**

**Strategic Thinking**

**Networking & Collaboration**

<https://afscmestaff.org/>



# Your Workforce Development Hub

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**Strengthen Our Union**  
**Grow Our Membership**  
**Build Worker Power**

<https://afscmestaff.org/>



# Job Training & Development Center

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**Technical  
Assistance &  
Guidance**

**Coordinate  
National  
Solutions**

**Collect  
& Share  
Approaches**

# Job Training & Development Center

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**Strengthen  
Our  
Union**

**Grow  
Our  
Membership**

**Build  
Worker  
Power**

# Job Training & Development Center

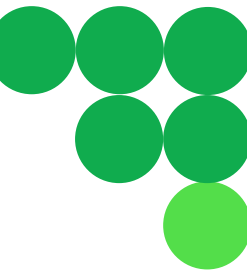
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**Career  
Pathways**

**Apprenticeship**

**Youth  
Outreach &  
Engagement**

**Funding**



## RESOURCES FOR AFSCME AFFILIATE STAFF

AFSCME's Research and Collective Bargaining Services Department offers resources and assistance to help you negotiate strong contracts and to support your members in the fight for safe and secure jobs.



Health and Safety



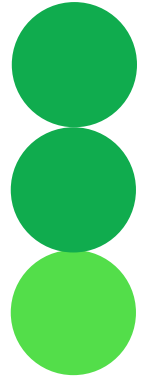
New Employee Outreach



Workforce Development



Contracts Database



***The Job Training and Development Center's mission is to sustain the success and long-term vision of the Staff the Front Lines initiative by helping AFSCME affiliates build a talent pipeline into public service jobs and address structural barriers to entry and advancement. The Center serves as AFSCME's hub of activity and guidance around workforce development, enabling affiliates to seek, secure, and lead successful workforce development efforts meeting their jurisdictional needs.***

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**Apprenticeship Resources**



**Youth Outreach and Engagement**



**Career Pathways  
Coming soon!**



**Funding  
Coming soon!**





# Apprenticeship in Public Services: Myths, Facts & Foundations

By busting common myths, this series of 6 short videos (2-3 minutes each) is helpful for any affiliate looking to learn the basics of Registered Apprenticeship and how it can address the public service staffing crisis while building AFSCME's membership and engagement.

## Introduction

Myths, Facts, and Foundations



## Myth 1

"Apprenticeship is for the building trades."



## Myth 2

"Apprentices are too young for the jobs in my workplace."



## Myth 3

"Apprenticeship is just like an internship."



## Myth 4

"Apprentices are low-cost labor threatening our union ranks."

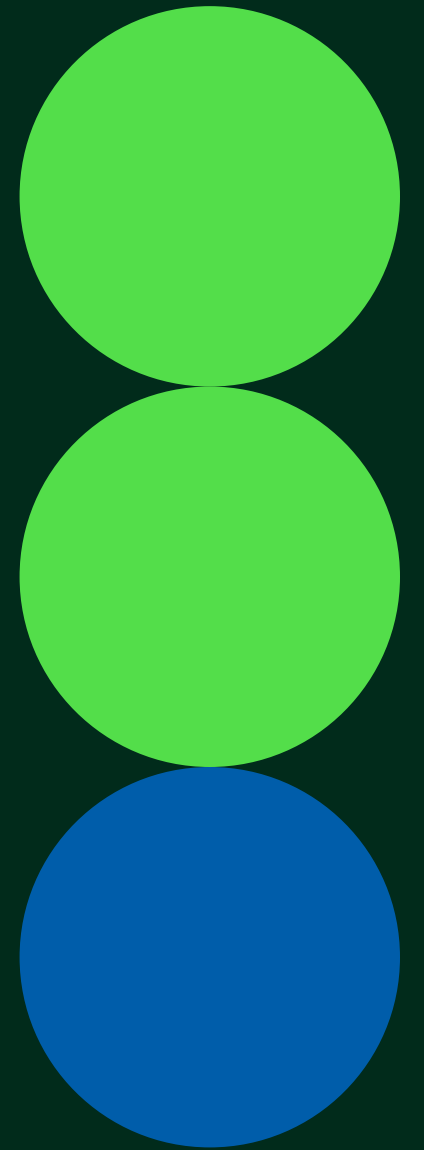


## Myth 5

"Apprenticeship won't work in the public sector."



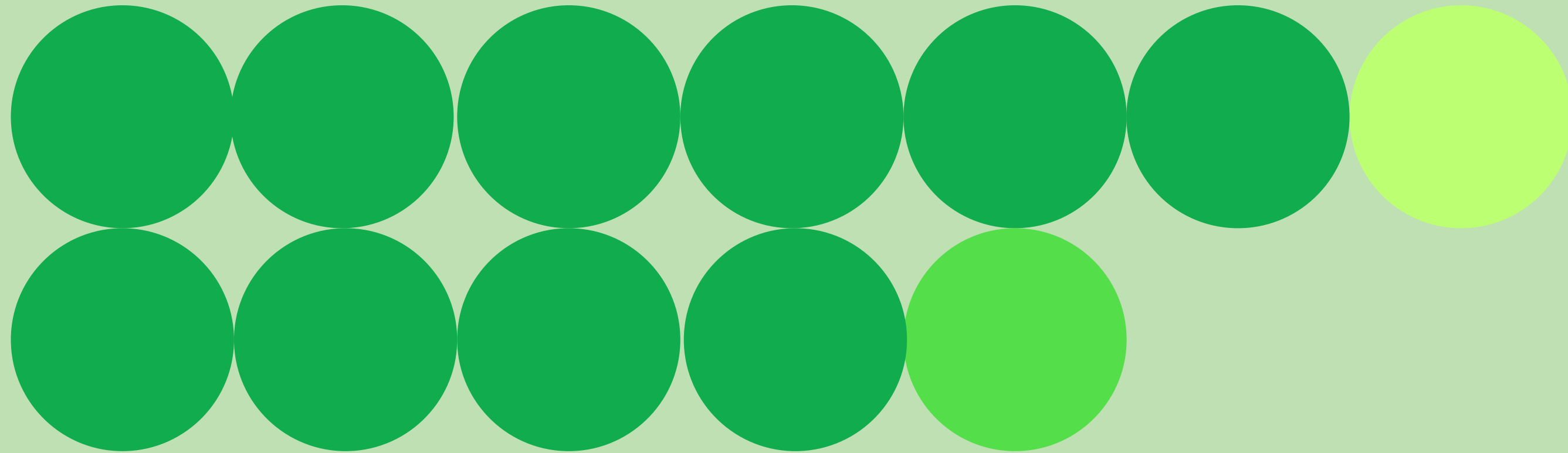
# Meet the Team



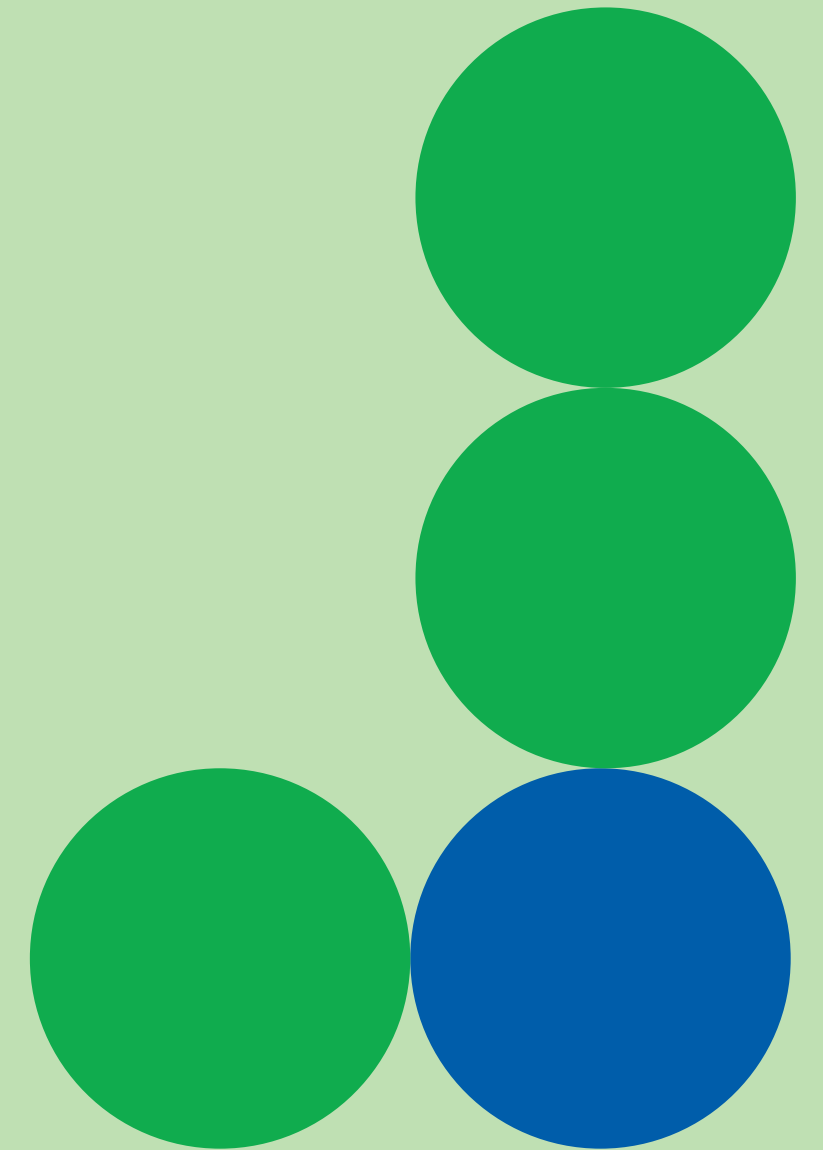
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<https://afscmestaff.org/>





# Creating a Youth Talent Pipeline



# Why Connect with Youth?

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## **Fill Vacancies & Improve Retention**

- Staff the frontlines, improving public services and working conditions for members

## **Grow our Union**

- Young workers can become active, engaged members

## **Establish and Develop Relationships**

- Gain support and visibility in your region
- Identify common ground with employers

## **Advance Equity**

- Increase access to AFSCME represented careers

# Why Connect with Youth?

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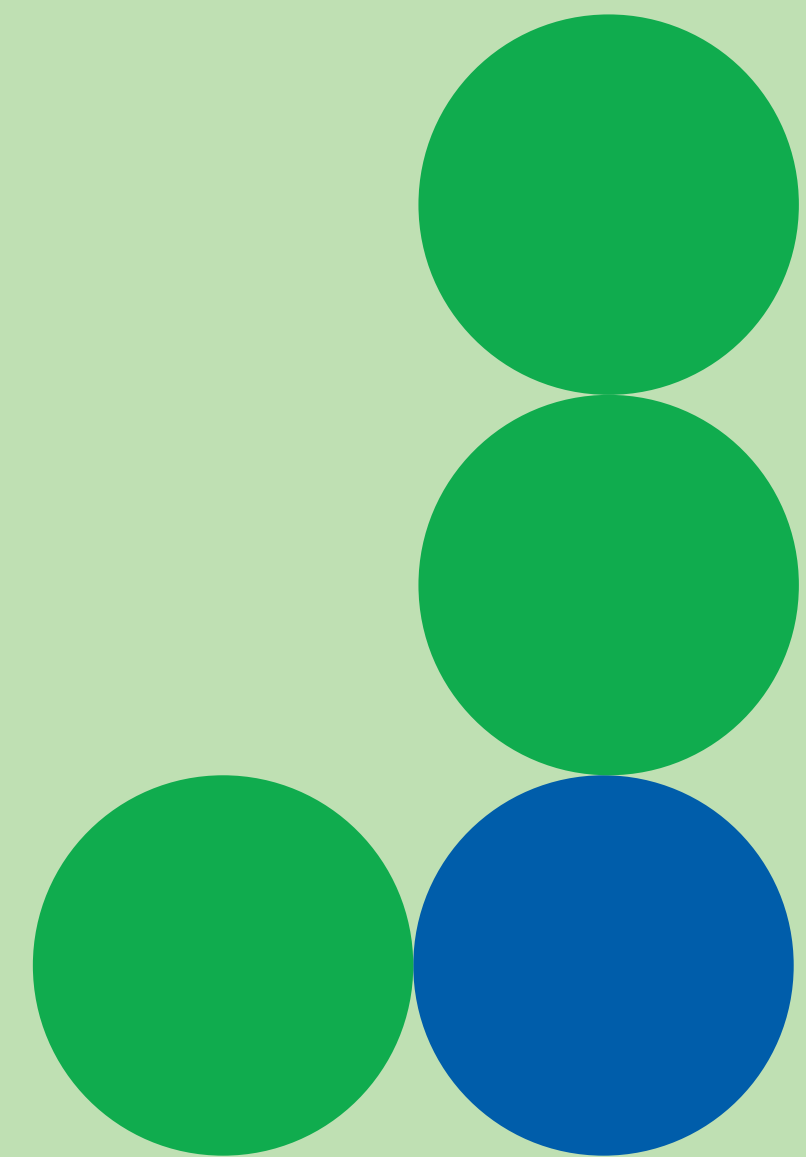
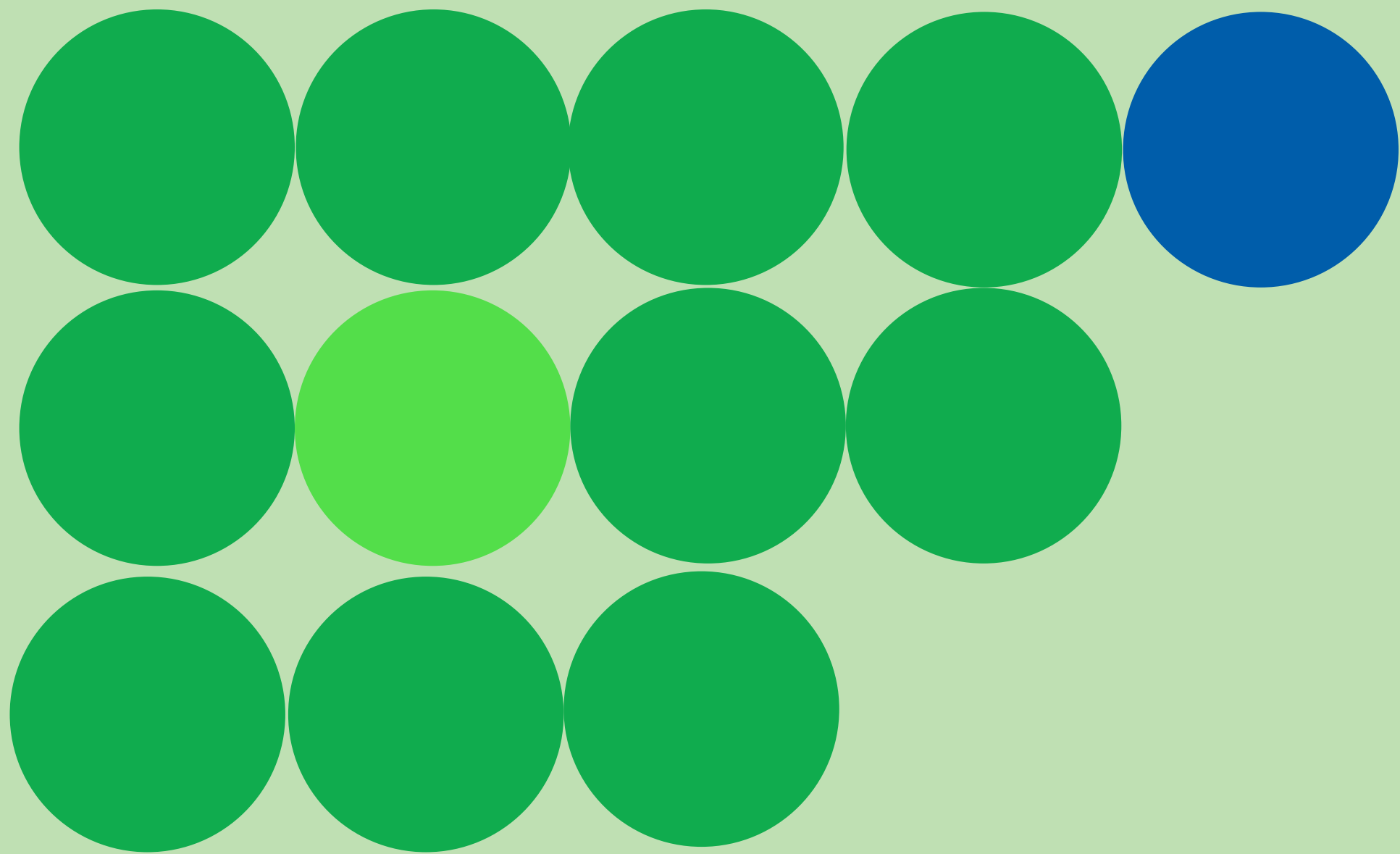
**It's Fun!!**



# Youth Outreach Game

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Test your knowledge and familiarize yourself with youth outreach and engagement strategies.



# Youth Toolkit

<https://afscmestaff.org/>





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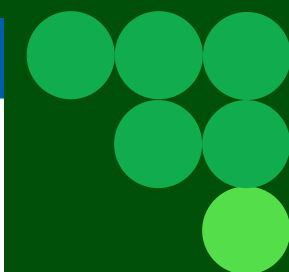
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Apprenticeship Resources



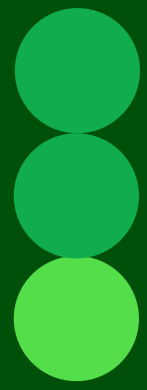
Career Pathways  
Coming soon!



Youth Outreach and Engagement



Funding  
Coming soon!



# Creating a Youth Talent Pipeline

Creating a youth talent pipeline into public service jobs offers the promise of filling vacancies and growing our union at the same time.

*Wondering where to start or how to connect with young people?* Begin by exploring our guidance on [Youth Outreach & Engagement](#). Then, choose an age group for information and ideas on appropriate career exploration approaches, partnerships and tips that keep our union at the center.

*Already have young people in your workplace?* Find ways to relate to them in our advice on [Engaging Young Workers](#). Also, check out the [Resource](#) section to quickly access any of the referenced tools. It's all just a click away!

## Youth Outreach & Engagement

Elementary  
School

Middle  
School

High  
School

Older  
Youth

Engaging Young Workers  
on the Job

Resources

# Youth Outreach & Engagement

**Outreach and engagement are essential to developing a youth talent pipeline. Although these terms are often used interchangeably, differentiating the two allows you to plan techniques that are aligned with your union's goals. Explore the tabs below to learn more.**

Outreach

Engagement



## Establishing Connections

Youth outreach focuses on sharing information and establishing connections with young people. Outreach efforts often aim to connect with as many young people as possible; successful efforts meet young people where they are. Think about choosing strategies that bring information and opportunities to the spaces youth already frequent like...

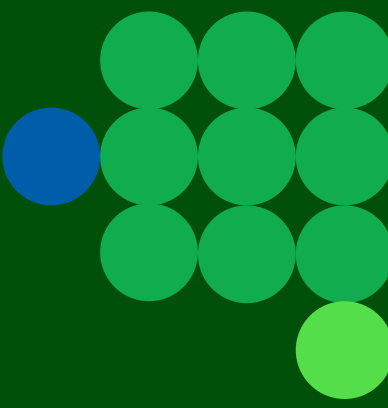
- schools and colleges;
- social media platforms;
- community-based youth programs;
- after-school programs;
- and student groups/clubs.

In addition to information, offer career exploration activities to young people as a form of outreach. Even activities at career fairs allow youth to gain insights into public service



*"...successful efforts meet young people where they are."*

# Elementary School



## Approaches

## Partners

## Tips

**It is never too early for our union to start exploring career possibilities with young people. Most elementary schools start in kindergarten and go through 5<sup>th</sup> or 6<sup>th</sup> grade. Age-appropriate career exposure can have a lasting positive impact!**

### Approaches

- Career Fairs/Days
- Field Trips

### Partners

- Teachers' Union
- School Board/Administration
- Parents, Families, and Guardians
- Community Based Organizations/After-School Programs
- Employers

### Tips

- General Guidelines
- Guidelines for Elementary

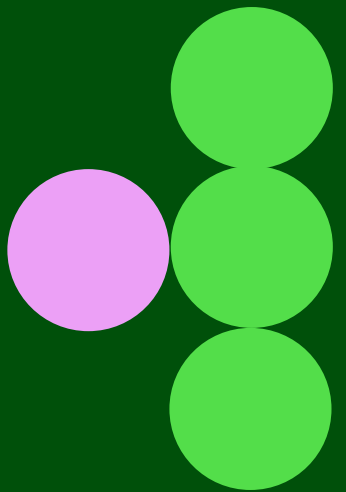
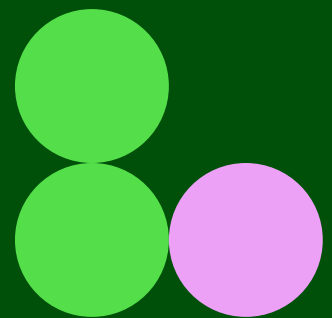
# High School

## Approaches

- Career Fairs/Days
- Field Trips
- Mentorship
- Job Shadowing
- Internships
- Projects/Problem Solving

## Partners

- Teachers' Union
- School Board/Administration
- Parents, Families, and Guardians
- Community Based Organizations/After-School Programs
- Career and Technical Education Programs (CTE)
- Youth Apprenticeship Programs
- Pre-Apprenticeship Programs
- Youth
- Employers



# Engaging Young Workers

Creating a space where young people want to work can improve retention, strengthen outreach and recruitment efforts, and benefit our members, their employers and our union. Review our guidance on [engagement strategies](#) and explore the tabs below to learn more.

Welcoming Spaces

Supporting Young Workers



## Creating Welcoming Spaces from the Workplace to the Union Hall

Workers who are engaged in their careers and in our union can strengthen public services and our membership base. Young workers can thrive when they are welcomed in their workplace and our union. Welcoming spaces help cultivate their sense of belonging and foster your engagement with young workers. And positive work environments can improve retention and work quality – outcomes that can benefit our members, their employers and our union.

Prioritizing diversity, equity and inclusion (DEI) within workplaces and our union can help create welcoming environments for our current and future members. Approaching DEI work collaboratively allows you to engage our members on topics such as implicit bias and accessibility in the workplace. Consider developing an equity committee if no DEI initiatives are underway. In either case, connect with your Area Field Services Director (AFSD) about your interests and goals.

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# Youth Toolkit Resources

Home / Workforce Development / Creating a Youth Talent Pipeline / Youth Toolkit Resources

## Resources

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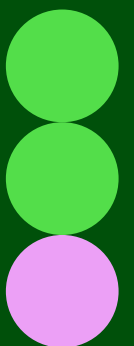
### Planning and Information

- [Inclusive Language](#)
- [Partnership Planning Tools](#)
  - [Potential Partner Assessment](#)  
(Excel Template)

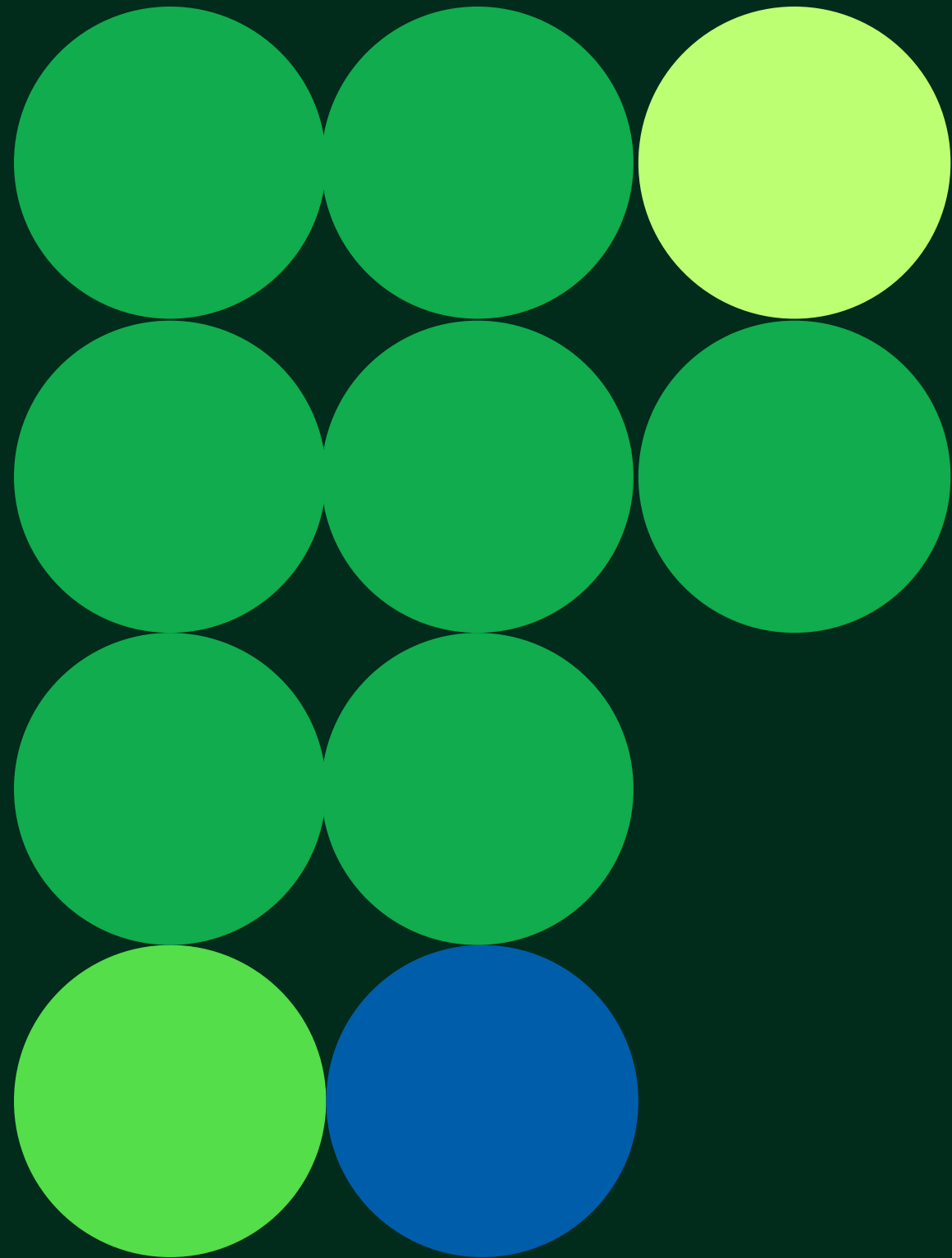
### Events and Activities

- [Planning a Job Shadow Day](#)
- [Learning Lingo, Sharing Slang](#): A game to define union or industry lingo.
  - [Instructions and Materials](#)
  - [Presentation Version \(PowerPoint\)](#)
- [Sample Contact Sheet](#)

More coming soon!







# Discussion

- Thoughts?
- Questions?

# Thank you!

Please email us at  
[research@afscme.org](mailto:research@afscme.org)  
for all your workforce  
development needs.

