The Conditions to Recruit More Individuals After High School into Service

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Presenter

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To make a year of paid, full-time service — a service year — a common expectation and opportunity for all young Americans.

**OUR MISSION**

**Our 3 Goals**

**EXPANSION:**
Build support from external stakeholders to make the recent expansions of national service successful in a new era.

**RECRUITMENT:**
Bring the next generation of youth into national service, modernize their experience using ServiceYear.org, and align the field around shared recruitment efforts and systems.

**IMPACT:**
Foster collaborative approaches to demonstrate the impact of service years by lifting up exemplary programs and communities.
Agenda

• Why Engage Individuals After High School
• The Benefits of Engaging Individuals After High School
• Quality Definition & Indicators for Engaging Individuals After High School
• The Foundational Pieces: Belonging, Asset-based Frameworks, and Skills Attainment
• Closing
Why Engage Individuals After High School
Service Year Alliance’s Viewpoint

• Engaging young people is important to ensure the next generations have the proper pathways and skills gained to put them on a healthy trajectory

• Just like the beneficiaries served in communities, the person serving also benefits from the service year model
Multi-Year Project

Beginning in October 2020, Service Year Alliance embarked on a project, funded through a grant from the Bill & Melinda Gates Foundation, to understand how service year programs could recruit, engage, and support more individuals after high school into a year of service.
Multi-Year Project: Components

• Landscape review – talked with over 50 programs
• Synthesized data to define a quality definition and indicators
• Built out a cohort of 8 service year programs to test hypothesis of quality definition and indicators
• Defined what elements of the quality definition were the largest barriers
• Built out tactics, corps member curriculum, and resources to tackle largest barriers
Tactics Service Year Alliance Took

• Built on existing quality standards of a service year
• Defined a quality definition and indicators to better equip service year programs
  – Including case studies on partnering with high schools, building employer connections, and embedding industry credentials into a program
• Designed corps member curriculum around the largest barriers of fostering a belonging culture, asset-based frameworks, and intentional skills attainment
The Benefits of Engaging Individuals After High School in Service
Our Landscape Review Told Us

• Not a significant difference between engaging individuals after high school versus individuals with some college / college degree

• Service year programs that focus on the corps member experience are better at supporting individuals after high school – and all members
Benefits of Engaging Individuals After High School

- Enhance the inclusivity of your service year program
- Tap into under-recruited demographics
- Build an overall more diverse corps
- Increase retention of diverse corps members
- Build stronger post-service connections for your corps members
Benefits to Individuals After High School

- Skills development and attainment
- Potential pathways – education and career
- Interpersonal skill development and civic engagement in communities
- Discovery of their individual assets and sense of self
- Trying new things to solve systemic issues
What Do Individuals After High School Want?

- Clear benefits – stipend, living conditions, hours
- Support systems – need some structure
- Emotional support / regular check-ins
- Post-service pathways aligned to the skills attained
- Impact of their service in the community
- Need for the experience to be spelled out
Study Data

Consideration of a Service Year Progression
(Group 1: HS Transitions)

Initial (Uninformed) | Informed | After Benefit Statements | After Concern Statements | Final

| Very likely | Somewhat likely | Not very likely | Not likely at all | Not sure / need more info |
| 12 | 5 | 6 | 1 | 1 |
| 13 | 8 | 7 | 2 | 1 |
| 7 | 8 | 4 | 1 | 0 |
| 10 | 3 | 6 | 0 | 0 |

Barriers to Service Years

Statements: Concerns (Group 1: HS Transitions)

- Lack of Benefits and Supports: 13
- Virtual Learning and COVID Challenges: 5
- Belonging and Culture: 4
- Future Growth: 1
- Uncertainty: 1
Quality Definition & Indicators
Built on Existing Service Year Standards

• Program Culture/Environment
• Outreach and Recruitment Best Practices
• Corps Member Training & Development
• Corps Member Supervision
• Corps Member Support
Introduction to the Toolkit

TOOLKIT:
Engaging Individuals After High School in Service Years
Quality Definition

Service year programs that bring an intentional, holistic approach to their corps members’ experience, as defined by the quality indicators, are better equipped to provide a transformational experience that prepares corps members for life during and after service. To support individuals with different lived experiences, they incorporate practices to foster inclusivity, advance equity in the program’s culture and develop pathways to post-service opportunities for corps members. This is a systemic approach to service years, with equity at the center, that creates the right conditions to support this population through service and contributes to the development of the next generation of leaders and professionals.

Quality Standards

• Program Culture and Environment
• Outreach & Recruitment
• Corps Member Training & Development
• Corps Member Supervision
• Corps Member Support
Quality Indicators: Program Culture and Environment

- Promote an Environment and Culture of Inclusivity and Belonging for its Corps
- Provide Support to Corps Members through an Asset-Based Framework
- Highlight Opportunities for Skills Attainment and Leadership Development
Quality Indicators: Outreach & Recruitment

- Build Recruitment Practices that Uplift the Voices of Corps Members and Alumni
- Highlight the Benefits and Impact of the Service on the Corps Member
- Increase Recruitment Partners to Better Engage High School Graduates
Quality Indicators: Corps Member Training & Development

• Develop Post-Service Pathways to Education and Career Opportunities
• Expand Engagement of Proximate Leaders and Industry Professionals Who Have Similar Life Stories to Your Corps Members
• Embed Industry-Recognized Training and Credentialing Opportunities
Quality Indicators: Corps Member Training & Development (cont.)

- Cultivate Mentorship Opportunities that Provide Feedback and Support
- Promote Social Capital Development and Relationship Building
- Map Skill Development and Attainment to Post-Service Opportunities
Quality Indicators: Corps Member Supervision

• Establish Professional Expectations for Before, During, and After Service
Quality Indicators: Corps Member Support

• Enhance In-Service Coaching Opportunities and Feedback Channels for Corps Members
• Understand and Build Structures to Support a Wide Range of Needs
The Foundational Pieces: Belonging, Asset-based Framework, and Skills Attainment
Landscape Review + Cohort Work

• Program Culture & Environment:
  – Promote an Environment and Culture of Inclusivity and Belonging for Corps Members
  – Provide Support to Corps Members through an Asset-Based Framework

• Corps Member Development & Training
  – Map Skill Development and Attainment to Post-Service Opportunities
Looking to:

- Enhance the inclusivity of your service year program
- Tap into under-recruited demographics
- Build an overall more diverse corps
- Increase retention of diverse corps members
- Build stronger post-service connections
- And more

Introducing Corps Member Curriculum:
STRENGTHENING SERVICE YEARS AS A POSTSECONDARY OPTION

- Struggling with recruitment and retention?
- Need additional corps member training and support?
- Want to engage more individuals after high school in service?
- Interested in advancing your diversity, equity, and inclusion goals?

Introducing Service Year Alliance’s new comprehensive corps member curriculum and trainer’s guide to help service year programs and staff to

FOSTER A BELONGING CULTURE
INCORPORATE AN ASSET-BASED FRAMEWORK
ENHANCE SKILLS ATTAINMENT

Want to learn more? Visit Service Year Alliance’s booth and download the curriculum:
SERVICEYEARALLIANCE.ORG/CORPSMEMBERCURRICULUM
What is the Corps Member Curriculum?

- Session Guides
- Training Webinars
- Glossaries
- Inventories, Assessments, and Tools
- Journal and Discussion Prompts
- Check-in Guides
SESSION GUIDE
BECOMING CULTURALLY RESPONSIVE

ESTIMATED TIME REQUIRED
85 minutes

OVERVIEW
This session will examine the importance of being culturally competent and the ways that support it. In this session, your service year corps members will engage in culturally responsive ways to unlearn practices that reduce cultural competence. By the end of this session, your corps members will become familiar with the content to be able to answer potential questions on the subject materials included in this session.

LEARNING OUTCOMES
By the end of this session, your corps members will:
- Understand the process of becoming culturally competent.
- Understand the importance of having a willingness to understand others’ culture and identity.
- Understand how the process of culturally competent individuals impacts knowledge, skills, and attitudes.
- Understand the value of engaging with others in a culturally responsive way.

TRAINING SESSION RESOURCES
Before getting started with this session, you should familiarize yourself with this guide’s Session Outline. You can utilize the recorded webinar or presentation options and conduct virtually or in-person.

- Recorded Webinar: Coming soon!
- Downloadable Presentation: B4: Training Session Outline

The downloadable presentation includes speaker notes and is directly to corps members, making it easy for staff to deliver effectively.

PREPARATION
Trainer Expectations
Throughout this training session, group through small group discussions. Some of the topics may feel challenging to engage with, and you may not know how to respond to these topics at first. Part of this process is making the space equal with corps members. Therefore, we recommend you, as trainers, to ask the questions posed to the corps members as a strategy to help spark conversations. This session will also include reviewing the Session Outline to ensure trainers are familiar with the content to be able to answer potential questions on the Session Outline. You are resourceful if you have these materials.

Necessary Materials:
- Distribute pen and paper for reference.
- One printed copy for each corps member.
- B0: Glossary

Virtual Modifications
If you plan to facilitate the training virtually:
- Use a whiteboard that can be shared.
- If you have group breakout software, consider using it.
- Don’t forget to send an email to corps members.

SESSION OUTLINE
The following outline walks you through the training.

I. Creating space to be culturally competent
A. Belonging session
B. Lay a lens for the session
C. You will also distribute the Session Outline

II. Centering our humanity, group equity, and group
A. Integrate the concept of Anti-Racism in the inner work for one’s self before working with others.

III. Understanding the framework
A. You should have a glossary.

IV. Collective responsibility - in community and in responsibility and how capacity can be increased

V. Cultural responsiveness & cultural competence, or being aware of your cultural responsiveness. Cultural responsiveness and identity as an asset and focus on empowering that asset.

VI. Close-out: You will lead a closure, focusing on journaling and group discussion.

SESSION SCRIPT
The following script should be used if you are choosing to present this session directly to your corps members. It is recommended that you review this script before beginning the session. Realized prompts are intended to be guidance for you as the trainer rather than part of the script you will communicate to your corps members.

Slide #1
Today’s session is called Becoming Culturally Responsive. This session is for all of us who are on a lifelong journey to become more aware and culturally competent and want to put that into practice. I encourage you to have a journal or paper accessible so you can write down notes, thoughts, questions that may come up for you during the session.

Distribute the B0: Glossary to your service year corps members and have them review the key terms for the Session B4 so they are able to become familiar with the terminology used throughout the session.

Slide #2
Our agenda for today is:
- To create the space for our conversation and set the lens and ways to engage throughout the session.
- We’ll then begin to understand the framework for being Culturally Responsive
- We’ll discuss Collective Responsibility and how relationships are core to this work.
- Next, we’ll cover what it means to be Culturally Responsive.
- Then, we’ll reflect before wrapping up.

Slide #3
We’ll start our conversation the same way as others in this belonging curriculum – with suggestions for how to engage with today’s content:
- Take note of terms and concepts that resonate with you during the workshop. These can be reviewed later for further reflection today and throughout the year.
- Consider your lived experiences and how they influence your understanding of the social identities we will be discussing today.
- Stay open. Some of the information we share might challenge your ideas around belonging and safety and that’s okay. If we all stay open, then we can hold the container together.
- If you are more knowledgeable on this topic, challenge yourself to do some deeper reflection.
- There is always room to learn and grow. We are all a work in progress. Any questions? Let’s get started with how you are showing up today.
Corps Member Curriculum Flow

- Pre-service
- Corps Member Orientation
- Service Year Training Calendar for Months 1-10
- End of Service
## Choosing Your Roadmap

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<thead>
<tr>
<th></th>
<th>Full Curriculum Roadmap</th>
<th>Belonging Culture Curriculum Roadmap</th>
<th>Asset-Based Framework and Intentional Skills Attainment Curriculum Roadmap</th>
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<tbody>
<tr>
<td><strong>Fostering a Belonging Culture</strong> - Belonging cultures help reduce and break down challenges and barriers that may prevent corps members from bringing their full selves to their service with the commitment, excitement, and innovation needed to be successful in their service intervention and achieve their personal and professional goals.</td>
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<tr>
<td><strong>Incorporating an Asset-Based Framework</strong> - Applying an asset-based framework can shift the conversation between service year staff and corps members so that they see one another based on aspirations, contributions, and the value they bring, rather than focusing on personal challenges, barriers, and backgrounds.</td>
<td>X</td>
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</tr>
<tr>
<td><strong>Enhancing Intentional Skills Attainment</strong> - Mapping and understanding the intentional skills attainment your service year program offers will ensure your corps members can identify, understand, and articulate newly acquired skills, as well as understand where they can practice, hone, or continue to develop new skills that will ensure life-long success post-service.</td>
<td>X</td>
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Why Incorporate These?

• Lay the foundation for a truly transformational corps member experience
• Not only valuable for engaging individuals after high school but all of your corps members
• Lends to better retention of individuals after high school and all corps members
• Better post-service results for corps members
Does Not Solve For

- Young people wanting higher living allowance
- Other quality indicators such as mentorship, supports for a wide range of needs, etc.
- Full recruitment challenges – helps solve by your programming naming their commitment to belonging, asset-based frameworks, and intentional skills attainment
Questions?
Looking to:

- Enhance the inclusivity of your service year program
- Tap into under-recruited demographics
- Build an overall more diverse corps
- Increase retention of diverse corps members
- Build stronger post-service connections
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Introducing Corps Member Curriculum: Strengthening Service Years as a Postsecondary Option

Struggling with recruitment and retention?
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- Foster a Belonging Culture
- Incorporate an Asset-Based Framework
- Enhance Skills Attainment

Want to learn more? Visit Service Year Alliance’s booth and download the curriculum:

SERVICEYEARALLIANCE.ORG/CORPSMEMBERCURRICULUM
Thank you!

ServiceYearAlliance.org