



CAREER CONNECTED
LEARNING PHL

Positioning Philadelphia's Youth for Career Success

Can You Hear Me Now? | September 26, 2024



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Objectives

- Understand the importance of consistent and transparent communication throughout programming.
- Apply communication strategies to support youth, family, and employer engagement.
- Create a communication plan to share with youth, families, and employers at the start of programming.

Foundations Inc. Your Capacity Building Partner



Build Capacity

Capacity Building and Support



Strengthen Skills

Professional Learning



Elevate Techniques

Resources

Establishing Rapport



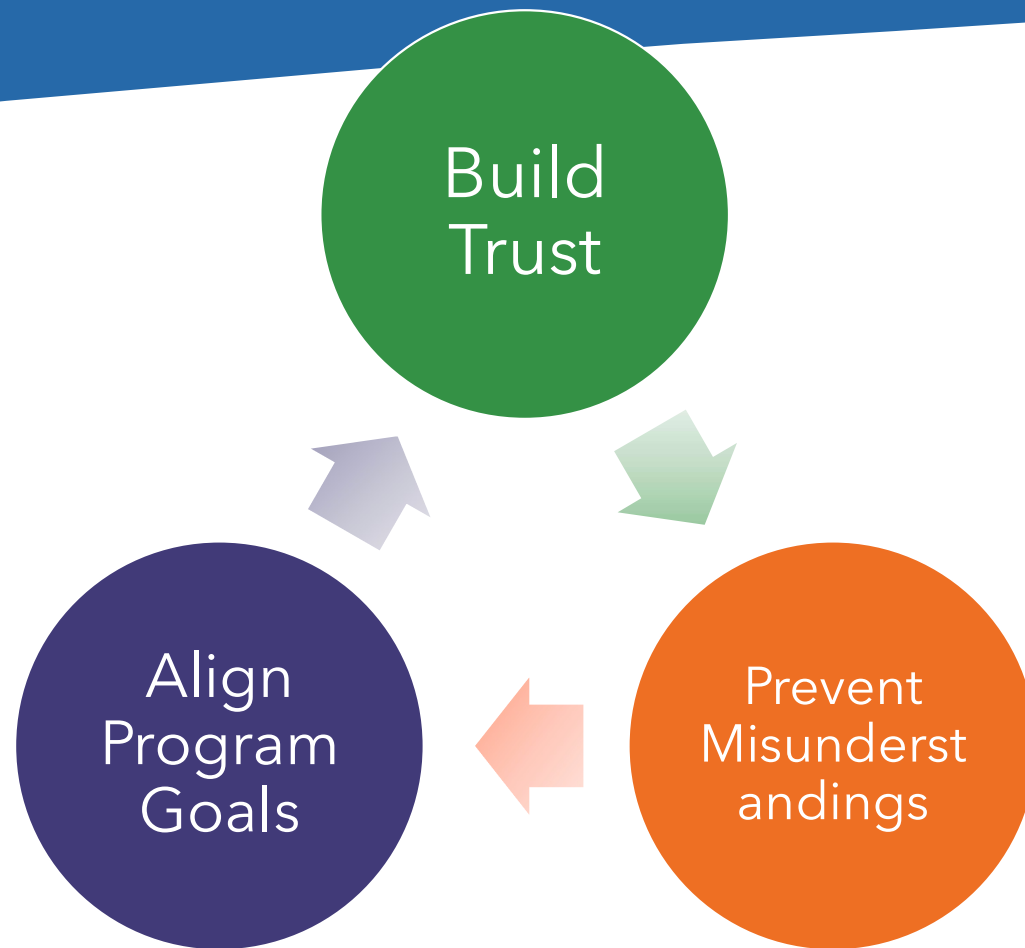
Two Truths and a Lie

Share two truths and one lie about communication practices that you've encountered.

Guiding Questions for Establishing Rapport

1. When you first meet youth, how do you introduce yourself? Do you make them feel comfortable and understood?
2. Do families/caregivers know who you are and what your program stands for?
3. How do you present your role and expectations to employers? Do they feel confident working with you?

Importance of Consistent Communication



Building Trust



Frequent Updates

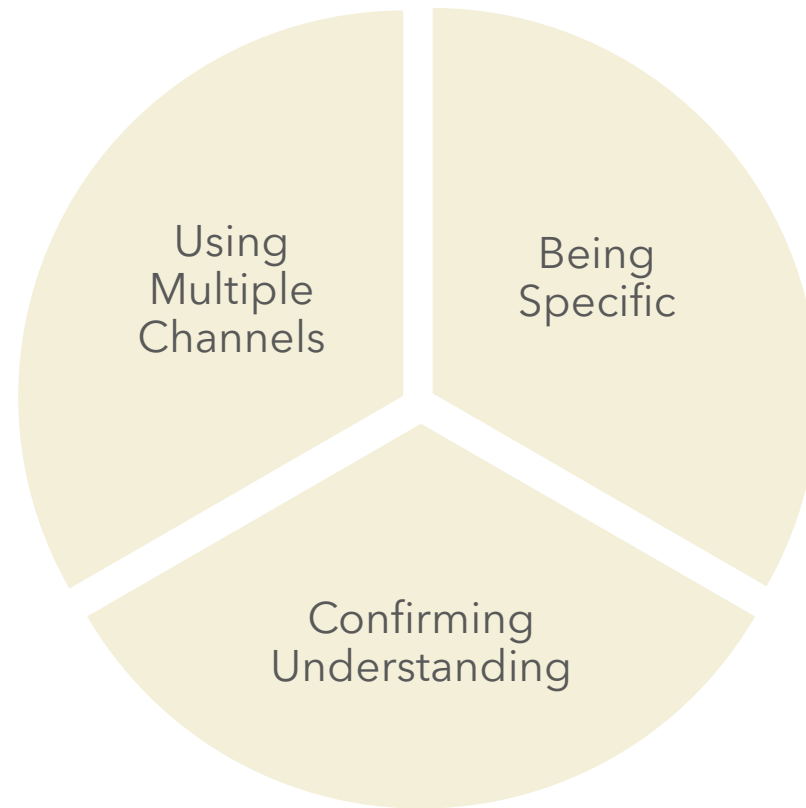


Transparency



Clarity

Preventing Misunderstandings



Alignment with Program Goals

1. Is the message linked to program goals?
2. Does the message reinforce the C2L-PHL mission?
3. Are expectations being set early?

Communication Gaps

Poor Engagement

- Youth
- Family/Caregivers
- Employers



Bad Connection

What communication challenges have you experienced in your program?

Bad Connection Dilemma

- Project-based Learning C2L program
- Schedule Changes and youth misses two key skill development sessions
- Youth skips more sessions
- No final work product

What communication gap contributed to the youth's disengagement?

How might consistent communication have kept the youth engaged?

Bad Connection Dilemma

- Improve math skills through financial literacy offerings in the C2L program.
- No clear communication about how youth progress is tracked
- No updates
- Youth attendance dropped

How did the lack of consistent communication affect the youth's attendance?

How might consistent communication have kept the family engaged?

Bad Connection Dilemma

- Host 5 interns
- Program staff misses two scheduled check-ins with the employer
- Interns struggle with job assignments
- Employer decides not to continue the partnership the following year

How did the lack of consistent communication affect employer engagement?

How might consistent communication have kept the employer engaged?

Communication Strategies

Effective Communication Plan

- Preparation
- Frequency
- Feedback Loops

Tailoring Communication

- For Youth
- For Families and Caregivers
- For Employers

Cultural Sensitivity and Inclusivity

Effective Communication Plan

Effective Communication Plan

- **Preparation**

- Frequency
- Feedback Loops

- What is the purpose of this communication?
- What outcomes am I hoping to achieve?
- How does this align with the needs of my audience?

Effective Communication Plan

Effective Communication Plan

- Preparation
- **Frequency**
- Feedback Loops

How often will you provide updates?

What milestones or deadlines require communication?

Effective Communication Plan

Effective Communication Plan

- Preparation
- Frequency
- **Feedback Loops**

Surveys

Contact Person

Invitation for Feedback

Communication Strategies

Tailoring Communication

For Youth

- Use simple, positive language
- Incorporate visuals or interactive content
- Check in frequently

For Families and Caregivers

- Regular progress updates
- Detailed information
- Forms of two-way communication

For Employers

- Program outcomes
- Clear reports or summaries
- Flexible meeting or communication schedules

Communication Strategies

Cultural Sensitivity and Inclusivity

- ✓ Respecting Cultural Differences
- ✓ Inclusive Language
- ✓ Accessibility

Communication Strategies

In this scenario, a C2L-PHL program coordinator, Alex, is working with one of the new youth participants, who is participating in skill development. The youth has been missing sessions and seems disengaged. The coordinator reaches out to have a conversation.

Version 1

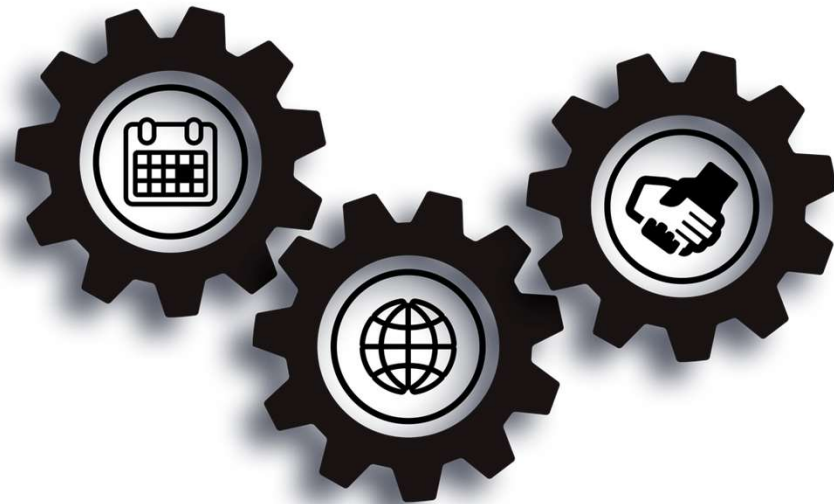
Communication Strategies

An employer, Elizabeth, has partnered with a C2L program to support internships. Midway through the internship, Elizabeth feels that the interns aren't performing well and decides to cut the partnership. The program supervisor, Mark, reaches out to resolve the issue.

Version 1

Developing a Communication Plan

- Purpose
- Audience
- Methods
- Frequency
- Feedback



Communication Plan: Purpose



What is the goal of your communication? Why is it important

Communication Plan: Audience



Who are the recipients of your communication? Each group may need different information.

Communication Plan: Methods



How will you communicate with each audience? List all channels that will be used.

Communication Plan: Frequency



How often will you communicate with each group?

Communication Plan: Feedback



How will you gather input from each audience and measure the effectiveness of your communication?

Guided Communication Plan Workshop

What does your communication plan look like now that you've reviewed the different components of an effective communication plan?

Communication Plan Template

Developing a Communication Plan

1

Download this template and modify it to suit your program's needs. This plan includes sections for the purpose, audience, methods, frequency, and feedback of your communication. There are also examples of what communication might look like for different stakeholders such as youth, families/caregivers, and employers.

Communication Plan Template

Program Name:

Date:

Purpose

What is the goal of your communication? Why is it important?

- Example: The purpose of this communication is to ensure clear, consistent messaging between program staff, youth participants, families/caregivers, and employers to enhance engagement and alignment with program objectives.

Specific Goals

- Keep youth informed about program events and milestones
- Update families on their child's progress
- Provide employers with regular updates on skill development and performance of youth interns

Communication Compass

N - New strategy learned

S - Significance in having a communication plan

E - Exciting method or strategy

W - What are you wondering about?

Capacity Building Virtual PD Events



October Training Topics

Utilizing Past Youth Experiences to Inform Program Plans

Supporting Executive Functioning Skills

Questions?

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