



CAREER CONNECTED
LEARNING PHL

Positioning Philadelphia's Youth for Career Success

Growing Your Program | September 11, 2025

Virtual Training



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Education Specialist

Objectives

- Recall and describe at least three high impact youth recruitment and retention strategies
- Analyze how these strategies align with program goals and youth needs
- Select and plan how to apply one strategy at an upcoming youth recruiting event or opportunity

Foundations Inc. Your Capacity Building Partner



Build Capacity

Capacity Building and Support



Strengthen Skills

Professional Learning



Elevate Techniques

Resources

What is Capacity Building? The Toolbox

What you're able to do with what you have

- Human
- Organizational
- Technical
- Partnership

Growing what you're capable of doing

- Improving Skills
- Strengthening Systems
- Leveraging Resources
- Enhancing Partnerships

Reflect



**QUICK
WINS**



CAREER
CONNECTED
LEARNING PHL

High Impact Recruitment & Retention Strategies

Data

Community Events

Youth Voice

Safe and Inclusive Environments

Program Culture & Climate



Use Data



What to use

- Hello Insight
- Youth Interest Surveys
- Youth Feedback



Where to get it

- Review End of Program Summaries/Evaluations
- CBS and Program Analysts
- Your Team and Youth



How to use it

- Social Media Storytelling
- Form School and Provider Partnerships

C2L Youth Recruitment and Retention Plan



C2L Youth Recruitment and Retention Plan

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This template is designed to help C2L-PHL program leaders develop and document a strategic approach to youth participant recruitment and retention. Use it to set clear retention goals, identify barriers to consistent attendance, outline strategies and support, and track implementation and outcomes. You may complete this by program session or cycle. It can be used for internal planning, grant reporting, or continuous improvement efforts.

C2L-PHL Youth Recruitment and Retention Plan						
Program Slot Size/Retention Goal	Slot Size:					
	Enrollment Goal:					
	Youth Enrolled:					
Goal: <i>Think - Of the youth who attended your last program session, how many do you plan to retain for the next session? Based on your program's capacity and past recruitment trends, how many new youth participants do you aim to enroll during the next session?</i>						
Special Population Target						
<i>Think - What special populations are/are not represented in your program, and how will you tailor your approach to meet their needs? What percentage of new youth will represent priority populations?</i>						
Your Program's Special Population Target	<input type="checkbox"/> DHS Involved or Foster Care	<input type="checkbox"/> Justice-Involved	<input type="checkbox"/> Youth with disabilities	<input type="checkbox"/> Homelessness or Housing Insecurity	<input type="checkbox"/> Parenting or Expectant Youth	<input type="checkbox"/> Other:
Barriers to Participation						
<i>(Brainstorm ways to overcome identified barriers. Think - What supportive services does your program currently have? What services can partners provide?)</i>						
Current Supports:						
Potential Partner/Internal Supports:						



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Cyber Security/Digital Marketing Pre-Apprenticeship Program



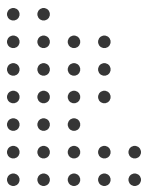
Give Love, Get Love.

Introduction



Putting our Youth First

Founded by Veteran Educators, We Love Philly has been providing programming to ensure High school students graduate and have pathways to livable wage careers since 2019. As our program has evolved from an elective bearing after school program to a during school time credential bearing pre apprenticeship and apprenticeship program, we have listened to our youth's needs every step of the way.



Who We Are

We Love Philly provides holistic transformative education to youth by providing students autonomy through positive community experiences and the learning of essential professional skills.



We envision a world where student choice is at the center of education



Carey Sykes is a current student and board member of We Love Philly. He recently graduated from high school in Spring 2023 and he has his eyes on Cheney University in the Fall of 2023. When he is not leading our tribe in group meditations, he is performing around the city at family gatherings and birthday parties as LJ Da Clown and LJ Da Ref. Carey is passionate about inspiring the youth and putting smiles on everyone's faces before he leaves a room. As a board member Carey represents the student voice on the board and collaborates with current We Love Philly students to help steer the direction of the projects we actualize next.

What practices have helped your organization maintain high levels of youth engagement over time?

Story of Self/Us/Now

Core Values

Accountability



How have you approached youth engagement in ways that are sustainable for your team?

Lead with Boundaries

Hire people align with your Values

Let youth go if they don't fit your values.... leave a chance for redemption



Provider Strategies



Tell Us About Your Program

Youth Employment Project (YEP) Career Connected Learning (C2L) Motto & Core Values

Core Values

GROWTH - RESILIENCE - COMMUNITY

Program Motto

I AM SUCCESS

FAILURE IS JUST A TEST
RESILIENT AS THE REST
TOGETHER WE ARE AT OUR BEST

Provider Strategies




Youth Recruitment Opportunities


Philly After School Hype Event

- Saturday, September 27
from 3 - 7pm

ANTHONY PHILLIPS
9TH DISTRICT COUNCILMEMBER

ISAIAH THOMAS
COUNCILMEMBER AT LARGE, MAJORITY WHIP

 **I AM**
INFLUENCING ACTION MOVEMENT

 THE SCHOOL DISTRICT OF
PHILADELPHIA


Philly After School Hype

Philly's largest after-school fair is here! Discover top programs, enroll K-12 students, and experience powerful, life-changing workshops.





One day. Big energy. Real impact. Endless possibilities.

The Alan Horwitz
"Sixth Man" Center
4250 Wissahickon Ave,
Philadelphia, PA 19129

Saturday
September 27, 2025
11AM - 3PM



Office of Councilmember Anthony Phillips, 9th District | City Hall Room 594 | (215) 686-3455
District Office: 1503C E. Wadsworth Ave., Philadelphia, PA 19150 | (215) 686-3454

   @phillipsdist9  phillyafterschoolhype9@gmail.com

Strategy Swap



In your room

- Share strategies
- Update your plans

C2L-PHL Resource Library Reminder

Universal Support

- Virtual Training Sessions
- Tools and Templates
- Guides
- Podcasts and Other Media
- Collaboration and Engagement

Capacity Building Virtual PD Events

**Thursday, September 18
at 10am**

*REQUIRED: Youth Inclusion
Series Training for Frontline
Staff*

Register for the next PD Opportunity by visiting the Virtual PD Events page

Resource Library

Home

- Virtual PD Events
- Tools and Templates
- Guides
- Podcasts and Media
- Self-paced Learning
- Explore
- JEVs Technical Assistance
- Help Desk

REMINDER: JEVs Office Hours are Monday - Friday 12 - 6pm

Explore.Learn.Thrive.

Welcome to C2L - PHL Resource Library! Here's how to make the most of your journey:

Self-Paced Learning: Start with the Learning Modules tab to get onboard with C2L-PHL continuum and high-quality programming. Afterwards, you'll be ready to engage with our community through forums and discussions. Register for upcoming PD on our Virtual PD Events page. Connect with the youth workforce ecosystem to hear insights on the latest trends and best practices through our Podcasts and Media page.

Discover Resources: Dive into a wealth of knowledge curated for your success. Check out our Tools and Templates page for a comprehensive collection of resources you can use to enrich your youth workforce programming. Looking for something more? Check out our Explore tab to find external resources.

Questions?



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