

2021

**Southeastern Employment & Training
Association
Conference**



The Secret to Successful Youth Engagement

Tuesday September 28, 2021



The Secret to Successful Youth Engagement:

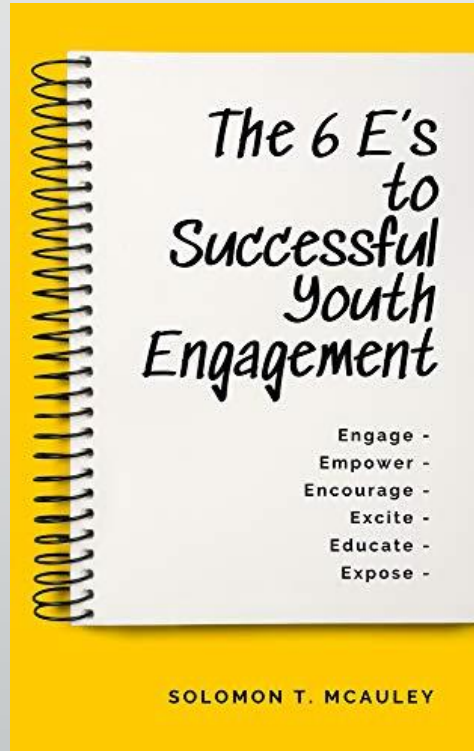
Solomon McAuley, NextGen Specialist

Centralina Workforce Development Board

smcauley@centralina.org

www.centralinaworks.com

Who Am I?



- A BELIEVER
- A BROTHER
- A FATHER
- A FRIEND
- A MENTOR
- A MOTIVATOR
- A SON
- A TEACHER

THE AUTHOR OF:
THE 6 E'S TO SUCCESSFUL YOUTH ENGAGEMENT
SOLOMONMCAULEY.COM

Today's talking points:

- **What Youth Engagement is**
- **Six E's that every youth and young adult centered service/program should focus on**
- **Starting from ground zero**

Other talking points:

- How to be comfortable with who **YOU** are while building who **THEY WILL BECOME**
- How to engage potential customers from the start
- How to use stories/laughter/and transparency to keep your potential customers engaged
- How to potentially spot those customers that can help market and build your service/program

YOUTH

The period between childhood and adult age.

ENGAGEMENT

An arrangement to do something or go somewhere at a fixed time.

Youth Engagement


- **The period between childhood and adult age that arrangements are made for/WITH them to do something or go somewhere at a fixed time.**

What can this picture suggest to you?





- **Bandage:** Potential past scares, hurts etc.
- They share similar experiences
- The idea of supporting each other
- Regardless of what has happened they are smiling through “IT”



**6 E Words that should motivate “YOU”
and those you serve**



- ENGAGE

- EMPOWER

- ENCOURAGE

- EXCITE

- EXPOSE

- EDUCATE

E # 1: Engagement

- **When meeting a customer for the first time, be your best self, be upfront, and listen**
- **Some say the first conversation does not tell you much about a customer, but I beg to differ.**

E # 2: Empower

- Let every potential customer know that the process from start to finish depends on them.
- Many customers will come with issues that are beyond you. Your task is to empower them to know that they have the ability to make decisions
- Some decisions that they make may be wrong but coach them through it and help discover reasons why it may have not been the best decision
- ❖ **Give a Man a Fish, and You Feed Him for a Day. Teach a Man To Fish, and You Feed Him for a Lifetime - [Old Chinese Proverb](#)**

E # 3: Encourage

- Many customers come from backgrounds where encouragement may not be given as often, so it is important that you encourage them to push past the negative things that they may be accustomed to. Those things could be at home, school, with friends, or even themselves.

Have you ever met a young person that was afraid to be successful?

E # 4: Excitement

- **With everything that we do, at some point we should be able to introduce the customer to something exciting**

(it does not hurt to know some of their hobbies)

- Singing, drawing, painting**
- Favorite Movies**
- Allow them to teach you something**

E # 5: Educate

- You are really doing this throughout the whole process
 - Short/Long term goals?
 - Teach them something without them knowing
 - Show them how to do the same thing just in different ways

E # 6 Exposure

- **Allowing them to see things outside of their own lens**
 - Often times they do not know what they do not know**
 - Challenge them to think of places they would like to visit or things they would like to accomplish if money was not a factor**
 - Visit colleges, businesses, and other productive, yet unfamiliar places in their local communities**

How would this make you feel?



If you love it, they can tell IT

- Why is it important to love what we do everyday?

How to start from ground zero

- **As I have had conversations with fellow workforce development professionals, the question that I have gotten many times is - How do we build our program/services?**
 - Start with your 6 E's. Your order may not be the order that we discussed today; however, I believe these 6 components must be visible and effective**
 - Understand who does what well on your team and allow them work in that area of expertise**

How to start from ground zero

- Network with those who are doing this same work in other areas/states
- The “if it ain’t broke, don’t fix it” method does not always work. It may not be “broke” but just bent a little and if so, recognize it and explore options before it does break.
- Never be afraid to try something that has never been tried before and if it does not work, admit it and try a different approach.

The Secret to Youth Engagement is...

JUST

BE

YOURSELF

To sum it all up...

Les Brown often states:

“You do not have to be great to get started but you must start in order to be great.”



Questions/Comments



Stay connected

- www.centralinaworks.com
- **LIKE** us on our Facebook pages: [Centralina Workforce Development Board](#) and [Centralina NCWorks Career Centers](#)
- **FOLLOW** us on [Twitter](#)
- **Connect with us on LinkedIn**

Contact information:

- **Solomon McAuley, Centralina
NextGen Specialist**
- **Smcauley@centralina.org**
- **(704) 348-2725**