

John Hancock | **MLK SCHOLARS**

2018 Non-Profit Partners Orientation



#bostonworks

John Hancock

Tom Crohan
AVP & Counsel,
Corporate Responsibility & Government Relations
John Hancock

Program Sponsors *John Hancock*

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The Boston Globe PARTNERS HEALTHCARE FOUNDED BY BRIGHAM AND WOMEN'S HOSPITAL AND MASSACHUSETTS GENERAL HOSPITAL BOSTON UNIVERSITY  CITY OF BOSTON
Office of the Mayor
Martin J. Walsh **AD CLUB** (Are You In?)

Special thanks to Boston Cares, The Center for Teen Empowerment, and EverFi

John Hancock


Annie Duong-Turner
Community Investment Analyst
John Hancock


Agenda




- 1) Welcome & Introduction
- 2) Program Structure
- 3) Volunteer Engagement
- 4) 2017 Evaluations & 2018 Preview
- 5) Q & A

Impact






Boston's youth will be better prepared to join the workforce, having developed critical work readiness and job searching skills.



Boston's employers will be strengthened by hiring from a pipeline of diverse, prepared young people.



Boston will benefit from:

- Positive changes in public policy
- Improvement in public "conversation" regarding youth and neighborhood needs/investments, programming, summer jobs.
- Increased investments by corporations in summer jobs programs

Program Structure



- Non-Profits will receive \$1,825 grant for each Scholar position approved.
- Non-Profits recruit, hire, manage and pay Scholars directly.
 - Demonstrated leadership potential
 - Full-time residents of the City of Boston
 - Preferred target age range is 16-18
 - Must be able to attend all Mayor Menino Leadership Forums
- Non-profit Partners must comply with all Federal and State Labor Laws.
- **Program Duration: July 2– August 17, 2018**
 - Scholars must be working by July 9 the latest.
 - Scholars engage in 20-25 hours of meaningful employment each week.
 - Inclusive of **Mayor Menino Leadership Forums**, and **EverFi Financial Literacy**
- Non-Profits must complete an Organization Survey at the end of the summer, and facilitate Youth Surveys (pre-summer and post-summer)

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Non-Profit Partner Engagement: Capacity Building & Program Administration



Date	Event	Location
Feb 21 4:30-6:30pm	Non-Profit Partners Orientation (Mandatory)	@ John Hancock Financial (601 Congress)
TBD March/April 9:00-2:00pm	Trauma Awareness Training (Optional)	@ John Hancock's Back Bay Office – 197 Clarendon Street
May 16 9:00-10:30am	Non-Profit Partners Meeting Curriculum Overview: Summer Deep Dive (Mandatory)	@ John Hancock Financial (601 Congress)
June 18 – July 6	SCHOLAR REGISTRATION	Online
TBD June	Volunteer Training	TBD

Partner Resource Hub *John Hancock*

<https://www.johnhancock.com/mlk-partner-resources.html>

Non-Profit Partner Resources


<p>Branding & Communication</p> <p>2018 Campaign Guide</p> <p>2018 MLK Summer Scholars Brand Assets</p> <p>MLK 55 Non-Profit Meeting Materials</p> <p><i>Materials will be posted after each meeting for reference.</i></p> <p>February 21, 2018: Non-Profit Orientation</p> <p>TBD – March/April 2018: Trauma Awareness Training</p> <p>May 16, 2018: Non-Profit Mtg: Summer Deep-Dive</p>	<p>Important Dates</p> <p>June 18, 2018: Scholar Registration Opens</p> <p>July 2, 2018: Program Start Date / Training Week</p> <p>Pre-summer youth survey opens</p> <p>July 13, 2018: Mayor Menino Leadership Forum #1 @ Agganis Arena</p> <p>July 27, 2018: Mayor Menino Leadership Forum #2 @ Agganis Arena</p> <p>August 10, 2018: Mayor Menino Leadership Forum #3 @ Agganis Arena</p> <p>End of summer youth survey opens.</p> <p>August 17, 2018: Mayor Menino Leadership Forum #4 @ Shubert Theater</p> <p>Scholars' last day of work if started on July 2</p> <p>September 4, 2018: Organizational Survey opens</p> <p>September 14, 2018: Organizational Survey due</p>
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Branding Assets & Campaign Guide *John Hancock*

1.625" or 85 px
Minimum width

- Showcase our partnership!
- Logo Usage Guidelines and Asset Files are available in the Partner Resource Hub.
- All public-facing print/web logo usage must be reviewed by Annie. Submit approval requests via email. Annie will respond within 2 business days.
- If you are unable to incorporate the logo on your website, please include text recognition. Language is available in the logo usage guidelines.

Stay Connected




Facebook

- Search: [MLK Scholars Non-Profit Partners](#)
- Who?
2018 Non-Profit Partners
- What?
Administrative Updates, Resource Sharing

LinkedIn


- Search: [MLK Scholars Network](#)
- Who?
MLKS Alumni, Non-Profit Partners, Volunteers & other stakeholders
- What?
Community Updates, Job postings?

Scholar Registration & Onboarding



- **All Non-Profit Partners must include John Hancock's Waiver in Scholars' onboarding process.**
 - Photo & Video/Media Permission
 - Survey/Evaluation Participation
- **Scholar registration opens June 18, closes July 6.**
- When you register your Scholars for the Forums, note whether the **Scholar is willing to be photographed, and signed and turned in a waiver.**
- Upload your Scholar's waiver via the Scholar Registration Form.

Scholar Engagement: EverFi & Forums




EverFi

- 557 Scholars participated (86% participation, up from 80% last year)
- 428 Scholars completed all 12 modules!
- Financing Higher Education, Taxes, and Credit Cards were the most popular modules

Mayor Menino Leadership Forums

- July 13, July 27, Aug 10
 - o 9:00-11:30am
 - o Agganis Arena
- Aug 17: Youth Showcase
 - o 9:00-11:30am
 - o Shubert Theater

Evaluations



Date	Event
Week of July 2	Youth Pre-summer Survey Opens
Aug 10	Youth Post-Summer Survey Opens
Aug 17	Youth Surveys Due
Sept 4	Organization Survey Opens
Sept 14	Organization Survey Due

- **Purpose of the surveys:**
 - Opportunity for partners and youth to share feedback
 - Track impact of our program
- **Youth Survey:** Scholars complete the pre- & post- survey. Please make sure they have signed a waiver form.
- **Organization Survey:** Must be completed once per organization, by a youth coordinator. Mandatory participation if you intend to apply for funding in 2019.

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Allegra Marra

Boston Cares

Elsa Freer

Boston Cares

Role of Facilitators

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- Attend table facilitators training
- Help Scholars with transitions during Friday sessions
- Take attendance at your tables
- Lead and engage Scholars at your table in the small group work and discussions
- Clarify questions and encourage participation for Scholars
- Help keep Scholars on task and ensure that the curriculum flows in a timely manner
- Collect all materials from your table at the end of the session

What We Need from You

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- If your organization has 5 or more MLK Scholars, a representative **must attend** each session. (Staff/volunteer/alumni?)
- Ahead of the Friday sessions, send all names and emails of those who will attend to Allegra Marra at amarra@bostoncares.org. This will ensure that we are able to send you the facilitation materials ahead of time so you can review them.
- If possible, you should **try to attend all four sessions**. This helps facilitate a relationship with the Scholars at your table as we will try to place you with the same group each week.
- Please communicate any facilitator changes to Annie or Allegra so we can make arrangements to fill your table.

John Hancock

Julia Gittleman
Principal
Mendelsohn Gittleman & Associates

2017 Evaluation Overview

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- 388/642 scholars completed youth survey (lower due to permission requirement)
- 64/65 community-based organizations completed organization survey
- Consistently with previous years, high degree of overall positive summer experience and impact in three key outcome areas:
 - Improved self-awareness
 - Enhanced workforce preparation
 - Clarified goal-setting.

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Scholars reported gaining skills and knowledge that built their confidence to succeed in the workplace and in school.

- 92% of scholars reported that as a result of participating in the program, they are “better prepared to be successful in the workplace in the future.”
- 88% of scholars agreed with the statement that as a result of participating in the program, “I will put more effort into my education.”
- 89% reported they now plan to work harder at school in order to get a good job in the future:

Youth also reported gains in confidence and awareness of their position in the work environment.

- 89% stated they learned there are rewards for hard work and negative consequences for not doing what they were supposed to do at work.
- 85% said they were able to use feedback to improve their work.
- 90% reported they were more likely to call their boss if they were not going to make it to work or will be late.

EverFi Financial Literacy Module

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83% of scholars reported using the module, same % as last year. Of those who used the module:

- 86% found it useful, up from 83% last year.
- 67% found it interesting, up from 62% last year.

In addition, of those scholars who used the module:

- 85% reported that they increased their understanding of how to think about their finances, the same as last year.
- 84% said they learned something about how to make good decisions about their personal finances, up from 80% last year.

From Open-ended Questions: What Worked this Summer

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- Shorter EverFi Modules
- Strong Forum experience: Being able to discuss issues that mattered. Talent Show. Food.
- *"Messaging (this is nuanced, but MLK seems to believe in the power of young people and their abilities in a way that is not just about "keeping them off the street" - I think when the messaging shifts to the power of young people and respecting them enough to talk about important issues as real stakeholders in these issues -- this is actually more effective at "keeping them off the street" than just continuing to message to teens to "stay off the street" "don't hang with the wrong crowd" "make the right choices" - I have been in youth-focused spaces where this is essentially the entirety of the narrative)"*

What would make the Forums better/innovative?

John Hancock

Topic Suggestions

- Skills: Financial education, career & college readiness (preparation/graduation plan), connection to resources, networking & branding
- Larger social issues and issues that affect their own communities
 - Social issues: Racism & bias, mental health & trauma
 - Community issues: Gentrification

Approaches/Methods

- More student participation, Youth led with youth MCs
- Action based forums
- End of the year report/summer internship book with a summary of what the interns did
- Actionable items such as a community action project, project-based learning

Preview to 2018 Evaluation

John Hancock

Working with Alicia Sasser Modestino, Associate Professor, Northeastern University

- Associate Director, Dukakis Center for Urban and Regional Policy

MLK Scholars will be part of the Boston Summer Youth Employment Program (SYEP), along with:

- ABCD
- Boston PIC
- City of Boston's Youth Employment and Engagement (YEE)
- Youth Options Unlimited (YOU)

Multi-Year Evaluation of the Boston Summer Youth Employment Program (SYEP)

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Goals:

- Assess impact of work experience provided by the Boston SYEP on low-income youth on short-term program impacts that occur during the summer.
- Understand whether SYEP improves outcomes for youth, and also how these impacts are achieved and for whom they are most significant.
- Determine the importance of program features needed to achieve meaningful outcomes such as type of job (e.g., subsidized versus non-subsidized), career readiness curriculum and dosage (e.g. number of summers).

John Hancock

**Mayor Walsh's Office of Workforce Development, City of Boston
Boston Summer Youth Employment Program
Pre-Survey – Summer 2018**

Thank you for taking the time to complete this survey! We want to make sure you have the BEST possible summer job experience and your responses to this survey will help us do that.

This survey is entirely confidential and has been designed to protect your privacy so that your name will not be linked to your responses.

This survey will include questions about you, your spending habits, your personal experiences, your work experiences and skills, and your future plans.

The questions that ask about your background will be used only to describe the types of students completing this survey. No names will ever be reported. If you feel uncomfortable answering certain questions it is okay to leave a response blank.

Instructions:

- The survey should take you about 15 minutes to complete.
- Read questions carefully and answer to the best of your ability.
- If you do not understand a question, please ask an adult to help explain it.
- If you answer "Other" and the question asks for you to fill in a blank, please do so.
- Make sure you have an ID number assigned to you by program staff. Only your ID number will be listed on each page of the survey.

NAME: _____

PROGRAM ID: _____ DATE: _____

Thank you very much for your help!

2018 Evaluation Plan and Timeline



- **Pre-survey from Northeastern on Qualtrics**
 - To occur during onboarding of youth employees, July 2 (extra ½ week before employment starts)
- **Post-survey from Northeastern on Qualtrics**
 - Available August 10, one week prior to the end of the program, due August 31
- **Organization survey from Julia and John Hancock, same as in the past**
 - Available September 4, after Labor Day, due 10 days later on September 14



Annie Duong-Turner
Community Investment Analyst
John Hancock

John Hancock

Next Steps

- ✓ Join us on Facebook & LinkedIn!
 - [Facebook: MLK Scholars Non-Profit Partners](#)
 - [LinkedIn: MLK Scholars Network](#)
- ✓ Complete the EverFi module survey.
- ✓ Let Annie know ASAP if you have any address changes.
- ✓ Begin (or continue) recruiting your 2018 MLK Scholars. Registration will open **June 18**, and close **July 6**.
- ✓ Set aside time for a pre-summer onboarding session, to implement Scholar waivers and pre-summer survey.
- ✓ Submit logo approval requests to Annie.

John Hancock