



Rushern L. Baker, III
County Executive

YOUTH@WORK



**PRINCE GEORGE'S COUNTY
SUMMER YOUTH ENRICHMENT PROGRAM**

2017 Annual Report

Prince George's County Government
The Honorable Rushern L. Baker, III, County Executive
Nicholas A. Majett, Chief Administrative Officer
Stephanye R. Maxwell, Esq., CPM, Director
Office of Human Resources Management

An Equal Opportunity Employer

Greetings:

We are pleased to present you with the 2017 Annual report for the Youth@Work Summer Youth Enrichment Program (Youth@Work/SYEP). This report celebrates the investment made by Prince George's County Government, and by our partners in the private sector, non-profits, and faith based communities who collaborate with us in every aspect of this youth employment experience. It provides an overview of the Program's eligibility criteria, the recruitment and hiring process, enrichment sessions, as well as highlights a few success stories.



This year, **3,132** County youth between the ages of 15 and 19, were employed and received six-weeks of employment, with the support of governmental, non-profit, private sector, and faith-based partners. Our program begins with the comprehensive Job Readiness Training Program, from January to March, as part of a partnership with Prince George's Community College and Prince George's County Public Schools. 1,040 youth voluntarily participated in the job readiness and life skills training, which is a series of workshops consisting of four face-to-face instructions, held every other Saturday at six area high schools: Central, Crossland, Parkdale, Largo, Suitland, and Northwestern, and one online session. Each school hosted four (4) cohorts of youth, who attended these sessions led by a team of trained educators.

The growth of Youth@Work/SYEP is impressive, as illustrated by the full listing of our new partners on pages 18-19 of this report. We must, specifically acknowledge our long-standing partners: Six Flags America, Prince George's Community College, Prince Georges County Public Schools, The Maryland-National Capital Park and Planning Commission, Prince George's Chamber of Commerce, and the Greater Prince George's Business Roundtable.

At the conclusion of the six-week employment program, it is always my special pleasure to host a luncheon with a youth representative from each work site. This provided an opportunity for them to share their experiences, make recommendations and give us a chance to learn about their hopes and dreams—for themselves and Prince George's County.

As we continue to invest in our youth today, they will do great things tomorrow. We look forward to your continued support.

Sincerely,

Rushern L. Baker, III
County Executive

Advisory Board

The Youth@Work/SYEP Advisory Board was created to represent the “public voice” for the Program in order to leverage their respective resources and partnerships to benefit the youth. The Advisory Committee members for the 2017 Youth@Work/SYEP are:

| Advisory Committee Members | Community Affiliation |
|-------------------------------------|---|
| The Honorable Rushern L. Baker, III | Prince George's County Executive |
| The Honorable Angela D. Alsobrooks | Prince George's County State's Attorney |
| The Honorable Darryl Barnes | Men Aiming Higher, Inc. |
| Elana Belon-Butler | Prince George's County Department of Family Services |
| Linda Botts | Prince George's County Business |
| Karene Brodie | Hillside Work Scholarship Connection |
| Gloria Brown-Burnett | Prince George's County Department of Social Services |
| Dr. Mickey L. Burnim | Bowie State University |
| James R. Coleman | Prince George's County Economic Development Corporation |
| Dr. Charlene M. Dukes | Prince George's Community College |
| Jim Estep | Prince George's County Business Roundtable |
| Betty Hager Francis | Office of the County Executive |
| The Honorable Mel Franklin | Prince George's County Council |
| David Harrington | Prince George's Chamber of Commerce |
| Elizabeth M. Hewlett, Esq. | Maryland-National Capital Park and Planning |
| Rick Howarth | Six Flags America |
| Ana Jacobs | Sowing Empowerment & Economic Development, Inc. |
| Pastor John K. Jenkins, Sr. | First Baptist Church of Glenarden |
| Dr. Wallace D. Loh | University of Maryland |
| Dr. Kevin Maxwell | Prince George's County Public Schools |
| Stephanye R. Maxwell, Esq., CPM | Prince George's County Office of Human Resources Management |
| Nicholas A. Majett | Office of the County Executive |
| Gary W. Michael | NAI, The Michael Companies, Inc. |
| Lauren Peterson | Peterson Group Consulting and Coaching, LLC |
| Robert M. Ponichtera, Ph.D. | Liberty's Promise |
| Cynthia Terry | SHABACH! Ministries |
| Caroline Wills, Esq. | South County Economic Development Association, Inc. |
| Glenda Wilson | Office of the County Executive |

Overview

Prince George's County's Youth@Work/Summer Youth Enrichment Program offers County youth, ages 15-19, an entry-level introduction to the world of work by providing them with summer employment, professional enrichment, and educational experiences in either public or private sector settings. The Program is designed to provide County youth with an increased awareness of employment opportunities in community-based organizations; foster real-world work expectations; and understand the necessity of personal and professional development for career advancement. The Program capitalizes on each youth's individual strengths and provides meaningful work experiences in a variety of assignments including, but not limited to, administrative support, camp counselor, information technology assistant, amusement park attendant, cashier, laborer and custodial assistant.

This year 3,132 youth were placed with 86 employers at over 175 worksites throughout the County. Worksites included Prince George's County Government, Federal and State Government agencies; municipalities; educational institutions; organizations serving individuals with disabilities; environmental and sustainability organizations; day camps and recreation providers; and performing arts centers. A complete listing of our partners is included at the end of this report.

Summer Job Placements

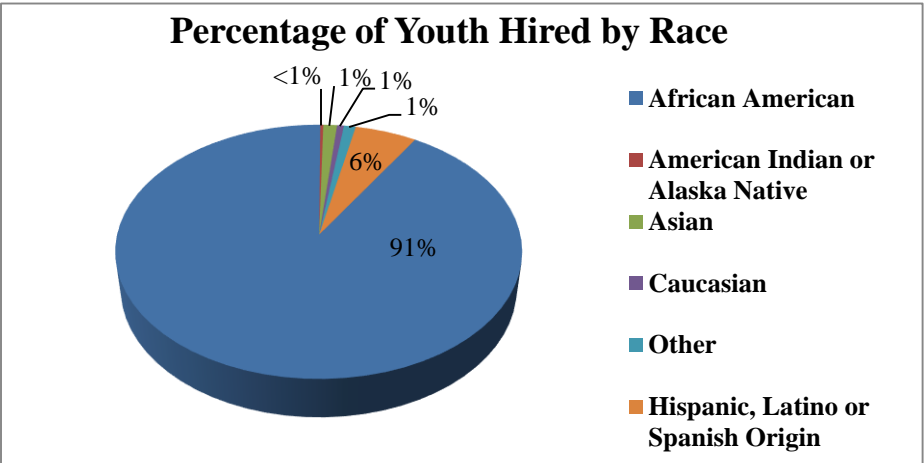
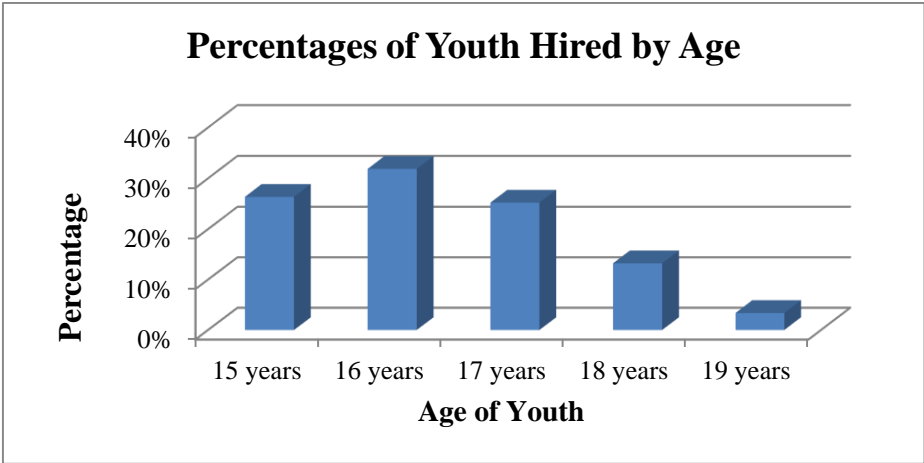
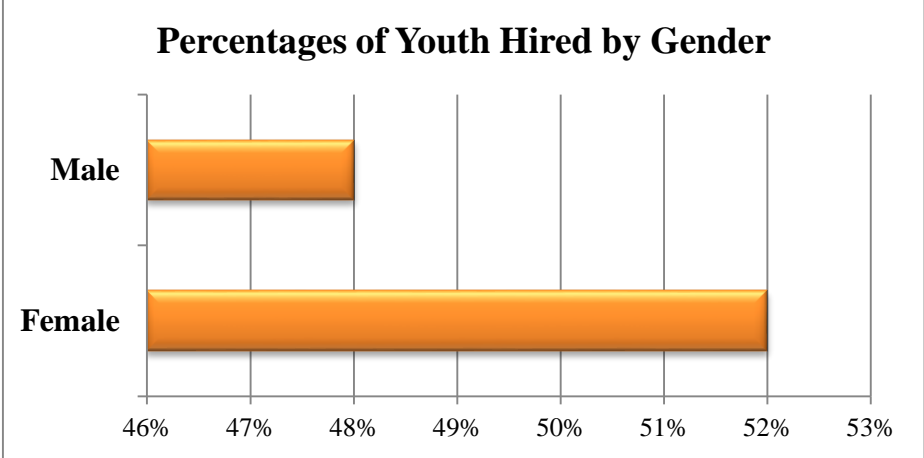
The table below displays the program growth from 2014 to 2017, providing the total number of youth employees placed with Program partners.

| Employer Partners | 2014 | 2015 | 2016 | 2017 |
|---|--------------|--------------|--------------|--------------|
| Prince George's County Government | 672 | 1,091 | 1,106 | 1,166 |
| Maryland-National Capital Park & Planning Commission | 359 | 388 | 415 | 415 |
| Prince George's Chamber of Commerce (in partnership with Six Flags America) | 1,381 | 1,438 | 1,403 | 1,427 |
| Men Aiming Higher | | | 80 | 80 |
| Pepco | | | 26 | 24 |
| Kaiser Permanente* | | | | 8 |
| Old Line Bank* | | | | 8 |
| Industrial Bank* | | | | 3 |
| Venture Philanthropy Partners* | | | | 1 |
| GEICO | | | 3 | 0 |
| Total Hired | 2,412 | 2,917 | 3,033 | 3,132 |

*New Business/Non-Profit Partners

Youth Employee Demographics

The graphs below illustrate the gender, age, and racial composition of youth employees hired in 2017.



Transforming Neighborhoods Initiative (TNI)

Prince George's County Executive, **The Honorable Rushern L. Baker III**, is committed to improving the quality of life for residents in vulnerable communities through the Transforming Neighborhoods Initiative (TNI). Currently, the focus is on six specific



communities, Forestville, Hillcrest Heights/Marlow Heights, Kentland/ Palmer Park, Silver Hill, Suitland/ Coral Hills, and Woodlawn/ Lanham. These communities have significant and unique needs, the strategic goals of the TNI are to achieve and maintain thriving economies, great schools, safe neighborhoods, and high-quality healthcare. The reality of transforming and ensuring a quality of life for residents in vulnerable communities has come to fruition. East Riverdale/ Bladensburg, Glassmanor/ Oxon Hill, and Langley Park have become community-led areas since January 1, 2017. Youth@Work/SYEP has incorporated this initiative by coordinating a recruitment effort for these communities, to include attending TNI community meetings, hosting Job Readiness Trainings and workshops in or near a TNI community, and ensuring that there were youth represented from each of the respective TNI communities. The Program identified 467 youth who resided in a TNI community. 201 youth applied, accepted a position and were hired in 2017.

The table below provides a breakdown of youth in the TNI areas who applied for a summer job, and those who were hired.

| TNI Neighborhood | Youth Applicants | Youth Employed | Percentage |
|----------------------------------|-------------------------|-----------------------|-------------------|
| Suitland/Coral Hills | 127 | 54 | 43% |
| Glassmanor/Oxon Hill* | 78 | 32 | 41% |
| Kentland/Palmer Park | 55 | 19 | 35% |
| East Riverdale/Bladensburg* | 53 | 30 | 57% |
| Hillcrest Heights/Marlow Heights | 45 | 23 | 51% |
| Silver Hill | 44 | 20 | 45% |
| Forestville | 40 | 13 | 33% |
| Woodlawn/Lanham | 24 | 10 | 47% |
| Langley Park* | 1 | 0 | 0% |
| Total | 467 | 201 | 43% |

* TNI areas that have been community-led since January 1, 2017.

Based on the statistics provided, an aggressive outreach campaign for the Langley Park Community is being developed.

Youth Jobs Fund - Program Expenditures

Youth Jobs Fund

The Youth Jobs Fund was created for individuals and/or businesses to donate to the Youth@Work/ SYEP online or by check, payable to Prince George's County. This year, MGM National Harbor contributed sixty-nine thousand seven hundred twenty-five dollars (\$69,725) to the Fund to sponsor twenty-five (25) full-time youth employees ages 15-17, during the six-week program.

Fiscal Year 2017 Program Expenditures

| Youth Initiatives | Expenditures |
|-----------------------------|--------------------|
| Youth Employee Compensation | \$1,999,492 |
| Youth Employee FICA | \$153,844 |
| Program Operating Expenses | \$385,997 |
| Total | \$2,539,333 |

Job Readiness Training & Career Pathways

Job Readiness Training

Prince George's Community College (PGCC) and Prince George's County Public Schools (PGCPS) hosted Job Readiness Trainings (JRTs) to provide an opportunity for youth ages 15-19 to learn customer service skills, standards for conduct, attendance, and professional attire. The focus of the training was based on the book, *"Bring Your A Game to Work,"* by Eric Chester. Youth participants learned career and life skills around seven principles and values - *Attitude, Attendance, Appearance, Ambition, Accountability, Acceptance, and Appreciation.*



There were 1,043 youth who voluntarily participated in four JRT sessions, totaling twenty-four (24) hours, which were held every other Saturday at six PGCPS high schools: Parkdale, Central, Crossland, Largo, Suitland, and Northwestern. Sessions were led by teams of educators selected by PGCC. Training goals included ensuring that youth were able to articulate their employment skills and competencies; stressing the importance of good attendance; understanding the standards of workplace conduct, behaviors, and values; and increasing their knowledge of career resources. The JRTs prepared students for employment, and also provided them with life skills that they will be able to utilize in any environment.

In addition, several Youth@Work/SYEP partners utilized and aligned the training content with classes offered by Prince George's Community College. Partners included Hillside Work Scholarship Connection, Youth Career Connect, and the Training Source.

Career Pathways

PGCC and PGCPs hosted 24-hour trainings focused on specific fields of interest. This year, 157 youth explored and received introductory training in one of the following careers: Agriculture, Animal Services, Childcare, Clerical, Graphic Design, Help Desk Technology, Hospitality, Human Services, Healthcare, Library Attendant, Microsoft Office, Public Safety, and Skilled Trades & Safety.



Orientation

Approximately 1,000 youth attended the Orientation sessions held on Thursday, June 22, 2017, at Charles Herbert Flowers High School auditorium in Springdale, Maryland. **Nicholas Majett**, Chief Administrative Officer, Office of the County Executive; **The Honorable Derrick L. Davis**, Chairman, County Council; **The Honorable Sydney J. Harrison**, Clerk of the Court; **Donnell Turner**, Esq., Principal Deputy, State’s Attorney’s Office; and **Stephanye R. Maxwell**, Esq., CPM, Director, Office of Human Resources Management, welcomed the youth and set expectations for their next six weeks of



training and employment. After offering words of wisdom from the invited speakers, youth were treated to a workplace “fashion show” offered as a community service by **Mayson-Dixon Strategic Consulting** (pictured at left), which presented various dress codes and behaviors, such as phone etiquette and attitude.

Youth then used their smartphones to complete a multiple-choice quiz, projected onto a large screen to display and reinforce what they had learned; their answers were broadcast on the screen in real-time to stimulate discussion.

In-Service Training

In-Service Training (IST) was held at Prince George’s Community College during the week of June 26-30, 2017. Hosting the sessions on the college campus gave the youth a glimpse of college life. Approximately 1,000 youth participated in the IST sessions, which focused on communication skills and other essential skills that often challenge today’s youth.

The Training was a proactive approach to reinforce the potential for the youth to retain employment, apply their learned skills, and share experiences beyond the classroom. Additionally, it served as a stepping stone to help them obtain permanent and rewarding careers in the future.



Career Awareness Day

“Mission ~~Im~~Possible”

Career Awareness Day was held on Thursday, July 20, 2017, at Prince George’s Community College, in the Rennie Forum Auditorium. This year’s theme was “Mission ~~Im~~Possible”, a play on the title of the popular film, *Mission Impossible*, with a special focus



on careers in public service. We welcomed 178 youth employees who received a warm welcome and inspiring words of wisdom from **Stephanye R. Maxwell**, Esq., CPM, Director, Office of Human Resources Management and **LaVonn Reedy Thomas**, Community Affairs Liaison,

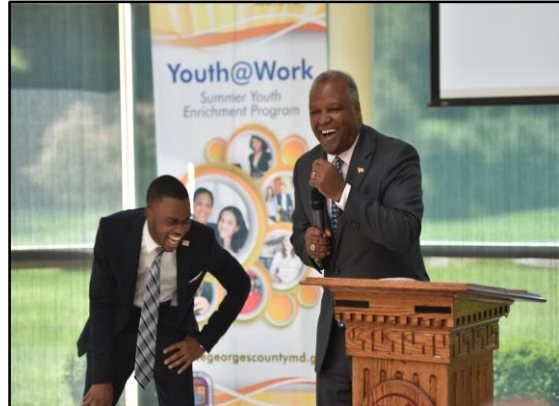
Office of the County Executive. Youth reported to break-out sessions related to their career interests. Two popular film titles, *Mo’ Money* and *Transformers*, represented sessions focused on careers in finance and business, and careers in communications, information technology, and office management respectively.

County agencies hosted information table that allowed youth to interact directly with professionals, network, explore, and learn more about occupations related to their areas of interest.



County Executive's Luncheon

The Honorable Rushern L. Baker, III, County Executive, hosted his annual luncheon, which marked a major change in both location and content. The event was held at the historic Newton White Mansion in Mitchellville, Maryland. The luncheon honored 58 youth employees. The honorees were nominated by their workplace supervisors, based on the



youths' outstanding workplace performance. Additionally, this year's event honored and presented awards to 17 partners, who demonstrated outstanding service to the Youth@Work



*OHRM Youth@Work/SYEP Team with the County Executive
From left to right: Nena McNeil, Program Coordinator, **The Honorable Rushern L. Baker, III**, County Executive, Patricia Carper, Division Vice President, Whiting-Turner Contracting Company, Valerie Farrar, Manager, Nicholas Majett, Chief Administrative Officer.*

program over the last several years.

The luncheon gave youth the opportunity to network with one another and with staff members from a wide variety of employers. Youth, supervisors, partners, and staff posed for photographs with the County Executive, while Prince George's County Community Television interviewed attendees about their experiences with the Youth@Work/SYEP.

Worksite Success Stories

Accokeek Foundation Agriculture Conservation Corps (ACC)

Eleven high school students from Southern Prince George's County participated in the Accokeek Foundation's Agriculture Conservation Corps, located in Piscataway Park, a National Park on the Potomac River. This six-week program, made possible through the Youth@Work/SYEP, introduced the youth to the world of agriculture and environmental stewardship. In addition to

learning about related career opportunities, all of the youth expressed a greater comfort with working outdoors and interacting with farm animals. Being involved with growing and harvesting produce, the youth were inspired to eat more fruits and vegetables. Other benefits reported by the youth included improved communication skills and increased physical strength and flexibility. The students received encouragement and advice from leaders such as the CEO of the National Future Farmers of America (FFA), the Director of Community Health for Kaiser Permanente, and the Executive Director of Park Rx America.



For their Capstone Project, the youth designed and installed floating wetlands in the Park’s Conservation Pond. The Capstone event was attended by representatives from Prince George’s Community College, the National Park Service, The Maryland-National Capital Park and Planning Commission, and the William S. Schmidt Center (Camp Schmidt). Each student received a certificate of recognition from Maryland State Delegate Elizabeth Proctor. One young woman acknowledged that she did not pick this assignment, but after being assigned, she stated, “This is not what I wanted, but it’s what I needed.”

City of Hyattsville

Our experience working with the Prince George's County Youth@Work/Summer Youth Enrichment Program (SYEP) was extremely positive. Prince George's County SYEP participant **Mr. Wilbert Davis** worked as a Clerical Assistant tasked with providing support to the Department of Community & Economic Development; he assisted with digitizing city records, specifically records in the Office of Parking and Code Compliance. This position required a great deal of attention to detail, ability to maintain a high level of confidentiality, and take direction while exhibiting a positive attitude.

Mr. Davis not only excelled, he became a team leader to fellow student youth. Mr. Davis established a system of scanning in data input to be stored on an external CPU (central processing unit) drive. He was responsible for the development of a database, which will be the standard on how the City will archive all documents. As a leader, Mr. Davis successfully instructed other students on the system that he developed. His positive attitude and friendly demeanor created an environment where youth were comfortable, and able to ask questions. Under his direction, Mr. Davis and his team were able to complete thirty percent (30%) of the all city documents that needed to be scanned. This was a huge accomplishment in a few short weeks.

Our senior staff were so impressed by Mr. Davis, that he was invited to sit in on meetings with potential city contractors. These meetings were highly sensitive and detailed oriented. Mr. Davis listened carefully, asked thoughtful questions and provided valuable feedback to our staff. “I have found Mr. Davis leads by example; no task is too small or insignificant. Mr. Davis possesses a professional demeanor that is unique to a person of his age. He is comfortable in unusual environments, and quickly adapts to make others feel comfortable. Mr. Davis enjoys the strong support of his family and friends. He draws on his academic experience and applies it in a real world setting. I believe it is through those bonds that he realizes his values,” - Colleen Aistis, Community Services Manager.

Prince George's County Youth@Work/Summer Youth Enrichment Program participant Wilbert Davis is an excellent example of your program. Our staff has positively commented on his service to our community.

Prince George's Community College

We were delighted to place several youth in departments throughout our campus. This success story highlights one youth in particular, who was welcomed and developed into an employee with great leadership potential by our Health, Business and Public Service Division. They hosted summer youth employee **Gabrielle Mebane**. Gabrielle, or “Gabby”, was a great asset to that division as their department transitioned during the college's organizational realignment process. Gabrielle brought vibrant leadership and energy to the team as they grew from three (3)

departments to six (6) departments. Gabrielle's "A-Game" was demonstrated immediately as she displayed the seven (7) characteristic workplace behaviors of the *Bring Your A Game To Work* curriculum, which is learned in the County's Youth@Work/SYEP job readiness training. Immediately upon gaining an understanding of the goals and expectations of the division, Gabrielle took the initiative to promote teamwork and professionalism, while assisting our faculty and staff to her best ability.

One of the many things that we truly admired about Gabrielle is that at the youthful age of 16, she has already mastered the value of replacing the phrase "I don't know" with "I will find out". We look forward to seeing what the future holds for this amazing young lady.

County Executive's Office

Youth@Work/SYEP participant **David Hughes** was assigned to the Office of the County Executive. A communications student at Morgan State University, he is also an experienced video specialist. Utilizing his skill, knowledge and passion in editing videos, he created a product showing Youth@Work/SYEP participants in action at their work locations throughout the County. The video captured the enthusiasm and engagement of several other students, who both enjoyed and were motivated by their summer work experience. David's contributions were extremely valuable to both our Communications Team, and consequently to Youth@Work/SYEP.

Conclusion

We are proud of the numerous improvements and successes that the Youth@Work/SYEP achieved in 2017. Based on exit surveys completed by youth employees and partner employers, efforts are already underway to roll out operational refinements and new developments for 2018, including:

- Holding meetings with parents to educate and inform them on all aspects of the Program.
- Marketing the Program to private business partners and additional non-profits to create more employment opportunities for youth.
- Introducing online on-boarding to streamline the youth employee registration process.

- Expanding the use and number of social media platforms to include Facebook, YouTube, Flickr, LinkedIn, Twitter, and Instagram to communicate with constituents and promote the Program to the public.
- Utilizing an algorithm process to efficiently perform youth placement.
- Sending email blasts to youth, partners and employers frequently to ensure adequate communication of the Program.
- Training Job Coaches to be a Liaison between the sites and OHRM.

Employers

Thank you to all of our partners for their commitment to preparing our County's young people for successful lives and careers! (New partners in 2017 are identified with an asterisk.)

Non-Profit & Faith-Based

Accokeek Foundation
The Arc of Prince George's County
Art Works Now
Campfire USA Patuxent Area Council
Capital Caring
Community Advocates for Family & Youth
Community Outreach & Development CDC
Community Services Foundation
Community Support Systems, Inc.
Divine Dance Institute*
EBED Community Improvement, Inc.
ECO City Farms
EPIC - Southern Maryland Vocational Industries
Hillside Work-Scholarship Connection
Housing Options & Planning Enterprises
Largo Community Church, Summer Camp
LGCA/Shining Star Before & Aftercare*
Magic Johnson Community Empowerment Center @ Autumn Woods Apartments*
Maryland Community Connect
Minority Access, Inc.
Mistaken ID Foundation*
New Creation Community Improvement Corporation
Patriots Technology Training Center
Prince George's Arts & Humanities Council
Prince George's Community College
Prince George's Community Television
Resource Connections, Inc.
SHABACH! Ministries, Inc.
Southern Friendship Missionary Baptist Church

Sowing Empowerment and Economic Development, Inc.
The Institute for Creative Community Initiatives
The Training Source, Inc.
Transitional Zone, Inc.
United Communities Against Poverty
University of Maryland University College
Venture Philanthropy Partners*
Woodstream Christian Academy

Corporate/Business

13th Man
Industrial Bank*
Kaiser Permanente*
Old Line Bank*
Pepco Holdings
Six Flags America

Quasi-Governmental

Prince George's County Economic Development Corporation/Youth Career Connect
Maryland Conservation Job Corps
Maryland National Park and Planning Commission
Revenue Authority
Washington Metropolitan Area Transit Authority

Federal Government

U.S. Department of Agriculture

Prince George's County Government

Board of Elections
Clerk of the Circuit Court
Department of Public Works &
Transportation
Office of the Sheriff
Prince George's County Public Schools
Board of License Commissioners
County Council
Department of Corrections
Department of Family Services
Department of Housing & Community
Development
Department of Permitting, Inspections and
Enforcement
Department of Social Services
Department of the Environment
Fire/Emergency Medical Services (EMS)
Health Department
Memorial Library System
Office of Central Services
Office of Community Relations
Office of Ethics & Accountability
Office of Finance
Office of Homeland Security
Office of Human Resources Management
Office of Information Technology
Office of Law
Office of Management & Budget
Office of the County Executive
Police Department
Soil Conservation District
State's Attorney's Office

Municipal Government

City of College Park
City of Glenarden
City of Hyattsville*
Town of Colmar Manor
Town of Cottage City
Town of Edmonston*
Town of Forest Heights
Town of Riverdale



live more, play more

