



TENNESSEE YOUTH EMPLOYMENT PROGRAM

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OVERVIEW OF TOOLKIT

The Tennessee Department of Labor and Workforce Development has compiled several resources and references to serve as a guide to you and your local area as you move forward with serving more youth participants in 2024. We are hoping to increase program performance across the state with the goal of continuing the youth program in the coming years. We look to you to make the most of the funds available in your local area to maximize service to youth participants and employers.

This toolkit provides you with the resources to explain the program, including outreach materials and methods, email templates, and FAQs.

We hope to open up a more sustainable line of communication among the state's youth program staff, local workforce development board staff, partner agencies, and others, as well as promote a broader awareness of the youth program to employers and potential participants.

What does this toolkit cover?

Content Plan

Includes marketing and communication methods being procured at the state level to promote a statewide awareness of the Tennessee Youth Employment Program and what is offered to employers and participants.

Timeline

Suggests outreach groups for each month of the program and areas of focus for success.

Methods of Outreach

Lists many outreach ideas, including local organizations and online/social media platforms.

Sample Letter to Employers

Serves as a template for e-mailing employers in your area to inform them about the benefits and financial incentives of participating in the youth program. (Can be paired with Letter from the Commissioner)

Sample Letter to CTE/Guidance Counselors

Serves as an template for e-mailing high schools, CTE/guidance counselors, etc., to promote participation and market the youth program in high schools. (Can be paired with Letter from the Commissioner)

OVERVIEW OF TOOLKIT (CONTINUED)

FAQ

Addresses frequently asked questions from youth and employer perspectives. This will better equip you to answer any questions. Youth and employers can also direct questions to tn.youth@tn.gov.

Flyers and Handouts

- Letter from the Commissioner
- Information for Employers Flyer
 - Can be used to promote and advertise the youth program to employers, and the QR code can direct them to the tn.gov website, where they can request more information about the program and contact their local area youth staff.
- Youth Program Participants Flyer
 - Can be used to promote and advertise the youth program to participants, and the QR code can direct them to the tn.gov website, where they can request more information about the program and contact their local area youth staff.

The toolkit should only be used as a reference guide to local areas and AJC staff.

We hope this toolkit prepares you to successfully provide outreach to youth and employers in your area and that it reduces the need to create some of this information at the local level. We look forward to a successful year and hope to highlight some of this year's best practices around outreach, communication, etc., in the future!

YOUTH PROGRAM OVERVIEW

WHAT? Communities are looking for ways to engage youth in career education and work activities. Youth employment and career explorations programs are a popular strategy in many communities to ensure that youth have a safe and productive way to gain valuable workforce experience. It is also a way to expand opportunities to teens and young adults who otherwise might struggle to find jobs. Governor Bill Lee and the Tennessee Department of Labor and Workforce Development Division of Workforce Services are supporting local efforts that focus on learn-and-earn opportunities, life skills, and work skills for youth that aim to increase youth employment and educational attainment.

WHO? The Tennessee Youth Employment Program offers individuals between the ages of 14-24 a unique opportunity to develop their professional skills and explore career options. Our program is designed to provide youth with real-world work experience and life skills training to help them succeed in the workforce. Additionally, the program assists employers throughout the State of Tennessee with youth who offer a variety of experience, at no cost to the employer, as the grant covers the cost of the wages/wage reimbursement for the employer.

WHEN? The Tennessee Youth Employment Program runs year-round.

WHERE? The Tennessee Youth Employment Program is being offered across the entire state of Tennessee! There are a variety of employers, both big and small, that are participating and are looking to provide youth with paid work experience.

WHY? The Tennessee Youth Employment Program exists to allow youth to gain applicable experience in different industries of interest, connect youth with local employers in your community, fulfill a potential of seeking long-term employment opportunities, and, of course, strengthen their ability to earn wages! The program also exists to assist youth build resumes and provide life skills training to help them succeed in the workforce.

QUESTIONS? EMAIL TN.YOUTH@TN.GOV

CONTENT PLAN

The Tennessee Department of Labor is currently procuring a variety of communication and marketing outreach materials to advertise the Tennessee Youth Employment Program, to include materials such as campaign logos, handouts, videos, social media content, commercials, transit advertisement, a new website for Youth Employment, and more. The content plan outlines the marketing and outreach efforts being done on the state level. The campaign and marketing material will not be ready until after April 2024, so we ask that you use the flyers in this toolkit in the meantime. The flyers support the Youth Employment Program at the state level and should be used to keep a consistent methodology of delivering outreach in each local area. Your Local Board may opt to include additional flyers to include contact information relative to your local area as needed. We ask that you consider using the current youth website available in the QR code to keep our outreach efforts consistent across the state.

We have made adjustments to the tn.gov Youth site to include a Formstack, which will allow potential participants and employers to find out more information about Youth Employment in general. These Formstack form requests will be routed to your local area's Title 1/Youth liaison in each area, based on the county that was selected by the person filling out the form online. Local Boards will be responsible for ensuring that individuals identified through Formstack receive information that is relative to your respective area. Local areas are being requested to utilize the state provided handouts to support a consistent method of providing outreach to youth and employers across the state.

CONTENT PLAN (CONTINUED)

- The outreach campaign logo, graphic look, call to action, and a QR code.
- Marketing and outreach materials can be expected by late April.
- There will be a kick-off event held in Nashville in late April.
- Video, digital, print, promotional, and social media assets that communicate the developed call to action to the target audience statewide. Portions of these assets will be available in Spanish and have subtitles on videos.
- Two high-quality 15-second and 30-second television and radio commercial advertisements for use over the air, streaming, OTT, YouTube, and social media.
- Social media video content for Snapchat, Instagram, YouTube, Facebook, LinkedIn, and X. There will be 30 different versions of videos. Fifteen of the videos should use techniques and trends that resonate with youth, with 10 videos targeting parents/guardians and the final five videos geared towards employers.
- Engaging and eye-catching materials for use at job fairs and events. This will include banner flags, table coverings, pull-up banners, table-top banners, and promotional items.
- Transit advertising that will include space on the inside and outside of buses, or on bus shelters and benches. This outreach will appear on buses in Nashville, Memphis, Chattanooga, Clarksville, and Jackson.
- A 3.72”x 8.27” rack card that incorporates the campaign’s logo and graphic look, and provides easy-to-read information about the program, the benefits of participation, and how target audiences can access additional information.
- Working with media outlets across Tennessee to generate earned media coverage. This includes writing a news release distributed to all media markets, including rural radio and newspapers.
- A new Youth Employment landing page.

TIMELINE

Suggested Outreach Timeline and Area of Focus

January & February

Employer Outreach

March

(Provide materials such as the various toolkit flyers)

Employer Outreach

Participant Outreach

Partner Outreach (i.e. - with DHS, DOHR, CTE, Education, etc)

April

(Provide materials such as the various toolkit flyers)

Community Outreach

Start enrolling participants into the program

Start participation at worksites

SYEP Event (Nashville)

May

(Provide materials such as the various toolkit flyers)

Community Outreach

Start enrolling participants into the program

Start participation at worksites

In-school outreach

Partner Outreach (i.e. - with DHS, DOHR, CTE, VR, ECD, Parks, Education, etc)

June

(Provide materials such as the various toolkit flyers)

Community Outreach

Start enrolling participants into the program

Start participation at worksites

In-school Outreach

July

(Provide materials such as the various toolkit flyers)

Community Outreach

Start enrolling participants into the program

Start participation at worksites

Phase 2 push to focus on year-round work experience

August

Continued Participation

Close-out (continue annual Youth outreach and enrollment)**

September

Community outreach

Continue enrollment and participation through remainder of the year

**Be reminded that this is the timeline for the Tennessee Youth Employment Program. However, youth outreach and enrollment should be year-round!

This is a suggested timeline for outreach. Feel free to create your own timeline or make an outreach plan that works better for your area!

METHODS OF YOUTH OUTREACH

- Schools
- Colleges
- Community Colleges
- Post on City or County Websites
- Fairs
- Instagram Reels
- School Registration
- Senior Portrait Locations (Jostens)
- Community Centers
- Facebook Posts
- Coffee Shops
- Summer School
- HiSet/ AE Participants
- DMV
- TN Achieves – Email Blast
- Career Fair in High Schools
- MAJC Events
- Foster Care Organizations
- Food Banks
- Metro Housing Development Programs
- Churches
- Community Events
- Faith-Based Organizations (Young Life, FCA, Big Brothers Big Sisters, etc.)
- Local High School Messaging Programs
- Community Social Media Pages
- Outreach to Indeed Posts hiring for Summer Jobs

Sample Letter to Employers

Subject: Exciting Opportunity to Support Youth Employment in Tennessee!

Dear **[Employer's Name]**,

I hope this email finds you well. My name is **[Your Name]**, and I am reaching out to you on behalf of the Tennessee Department of Labor and Workforce Development. We are thrilled to introduce an exciting initiative aimed at fostering valuable work experiences for our youth – the Tennessee Youth Employment Program.

Our program is designed to create meaningful employment opportunities for young individuals in Tennessee, providing them with the chance to develop essential skills, gain practical work experience, and make a positive impact on their communities. We believe that by collaborating with employers like you, we can create a win-win situation that benefits both businesses and our future workforce.

Here are some key features of the Tennessee Youth Employment Program:

Eager and Motivated Youth: Our program connects you with motivated and eager-to-learn youth who are enthusiastic about gaining hands-on experience in the workforce.

Financial Incentives: Participating employers may be eligible for financial incentives to cover the wages of your youth employee(s), making it even more rewarding!

Tailored Placement: We work closely with employers to understand their needs and match them with suitable young talents who align with their industry and business requirements.

Skill Development: By participating in this program, you contribute to the growth and development of our future workforce, helping them acquire valuable skills that will benefit them throughout their careers.

If your organization is interested in becoming a partner in this initiative, please let us know. We would be happy to provide more details, answer any questions you may have, and guide you through the process of becoming a host employer for the Tennessee Youth Employment Program.

Your support can make a significant difference in the lives of our youth, providing them with a foundation for a successful future while contributing to the economic vitality of our community.

Thank you for considering this opportunity, and we look forward to the possibility of working together to create a positive impact on the lives of Tennessee's young individuals.

Best Regards,

[Your Full Name]

[Your Position]

Tennessee Department of Labor and Workforce Development
tn.youth@tn.gov

<https://www.tn.gov/workforce/jobs-and-education/services-by-group/services-by-group-redirect/youth-services.html>

Sample Letter to CTE/Guidance Counselors

Subject: Exciting Opportunity for Tennessee Youth Employment Program

Dear **[Guidance Counselor's Name]**,

I trust this email finds you well. My name is **[Your Name]**, and I am reaching out to you on behalf of the Tennessee Department of Labor and Workforce Development. We are excited to share a fantastic opportunity for high school students in your district to gain valuable work experience through our Tennessee Youth Employment Program.

As you know, providing students with practical and meaningful work experiences is crucial in preparing them for the challenges of the workforce. Our Tennessee Youth Employment Program is designed to offer a unique and enriching opportunity for high school students to develop essential skills while gaining insight into various career paths.

Program Highlights:

Hands-on Experience: Participants will have the chance to engage in hands-on work experiences aligned with their career interests, providing a practical application of their classroom learning.

Professional Development: Our program includes workshops and seminars on resume building, interview skills, and workplace etiquette, equipping students with the tools they need to succeed in their future careers.

Networking Opportunities: Students will have the chance to connect with professionals in their chosen field, building valuable networks that can assist them in their future endeavors.

Personalized Guidance: Each participant will be paired with a mentor who will provide guidance and support throughout the program, fostering a positive and constructive learning experience.

We believe that this program will not only enhance the academic and professional growth of participating students but also contribute to the overall development of our community's future workforce.

If you have students who would benefit from this program or if you would like more information, please do not hesitate to contact us at **[Your Contact Information]**. We are more than happy to schedule a meeting to discuss the program in more detail or provide any additional information you may require.

Thank you for your time and dedication to the education and future success of our youth. We look forward to the possibility of working together to create a transformative experience for the students in your district.

Best Regards,

[Your Full Name]

[Your Position]

Tennessee Department of Labor and Workforce Development

tn.youth@tn.gov

<https://www.tn.gov/workforce/jobs-and-education/services-by-group/services-by-group-redirect/youth-services.html>

FAQ

Youth

What is the benefit for the youth to participate in the Youth Program?

This is a great opportunity for learn more about different careers and get paid while doing it.

What are the eligibility requirements to participate?

Individuals aged 14-24 are eligible to participate.

Can you guarantee all participants a job?

We cannot guarantee a job, but we work with local area employers and try to match youth and employers as best as we can. It is important we have as many employers participate as possible.

Can my short-term job turn into a long-term employment opportunity?

Of course! You are hired as an employee of the company; the state is not your employer. You could be opened up to long-term employment with that employer! This can be an on-ramp to a career pathway that you enjoy and could even result in certifications, paid learning opportunities, apprenticeship programs, etc., with that employer.

Employers

What is the benefit for the employer by participating in the Youth Program?

The employer will get a part time employee that the Youth Program will pay. This might be directly to the youth or as a reimbursement. Also, this could potentially lead to a future full-time employee, once the maximum payout has been reached by the participant.

FAQ (CONTINUED)

Who oversees the youth while they work for a company?

The youth is the employee of the company, and the company would be in charge as it is any of their other employees. The State of Tennessee does not manage or assist with hiring or firing of participants that are enrolled in this program.

Do Federal and State laws apply to this grant?

Yes. All Federal and State child laws apply to this grant.

How many participants can work for my company?

We do not have a minimum or maximum number, but we want to ensure that work is available for the participants and there is room for proper management by the employer.

ADDITIONAL QUESTIONS? EMAIL TN.YOUTH@TN.GOV

FLYERS AND HANDOUTS



STATE OF TENNESSEE
DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT
220 French Landing Drive
Nashville, TN 37243
(615) 741-6642

Dear Tennessee Employer,

I hope this letter finds you well. I am writing to encourage you to consider participating in the Tennessee Youth Employment Program (TYEP). This statewide initiative is a crucial step towards shaping a brighter future for our state by fostering the professional growth of our young talent.

TYEP presents a unique opportunity for you to play a pivotal role in the development of our youth while reaping numerous benefits for the growth and success of your businesses. By opening your doors to young participants, you contribute to their skill development, providing them with real-world experience that will empower them to become valuable contributors to Tennessee's workforce.

Here are some of the key benefits for both employers and youth participants.

Benefits for Employers:

- 1. Fresh Perspectives:** Engaging with young minds brings new and innovative perspectives to your workplace, fostering creativity and adaptability.
- 2. Talent Pipeline:** The program serves as a talent pipeline, allowing employers to identify and nurture potential future employees.
- 3. Community Engagement:** Participating in youth employment enhances your corporate social responsibility and strengthens your connection to your local community.
- 4. Financial Incentives:** Participating employers may be eligible for financial incentives to cover the wages of youth employee(s), making it even more rewarding!

Benefits for Participants:

- 1. Skill Development:** TYEP offers hands-on experience, allowing participants to develop practical skills that will prepare them for future employment opportunities.
- 2. Mentorship Opportunities:** By working alongside seasoned professionals, participants gain valuable mentorship that can guide their career paths.
- 3. Confidence Building:** Real-world exposure builds confidence and a sense of responsibility for participants, preparing them for the challenges ahead in the professional world.

I invite you to join us in investing in our state's future workforce by taking part in the Tennessee Youth Employment Program.

Thank you for your consideration, and I look forward to seeing the positive impact our collaboration can have in Tennessee.

Sincerely,

A handwritten signature in black ink, appearing to read "Deniece Thomas".

Deniece Thomas, Commissioner
Tennessee Department of Labor and Workforce Development

Information for Employers Flyer

TENNESSEE YOUTH EMPLOYMENT PROGRAM

Information for Employers

ARE YOU LOOKING TO HIRE NEW STAFF?



- We Recruit Youth
- Paid Wages for Participants
- Up to 8 Week Paid Employment
- We Pay You to Pay Them

The youth is YOUR employee. We do not hire, fire, or manage the employee's involvement with your business.

Participating Employers include:



Youth Program Participants – Digital Flyer

TENNESSEE YOUTH
EMPLOYMENT PROGRAM

LOOKING FOR A JOB?



WE HAVE YOU COVERED!

SCAN FOR
MORE INFO

- Now Hiring Youth 14-24
- Explore Career Options
- Develop Professional Skills

The State of Tennessee Youth Employment Program is an 8 week program offering a unique opportunity for individuals between 14-24 to develop professional skills and explore career options. Our program is designed to provide youth with real-world work experience and life skills training to help them succeed in the workforce.

Participating Employers include:



tn.youth@tn.gov

