And of course there is lots more work and iterations to be done.
Did you know?
Increasing educational attainment levels increases earnings and decreases the unemployment rate.
Earnings and unemployment rates by educational attainment

Unemployment rate in 2014 (%)

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Unemployment Rate</th>
<th>Median Weekly Earnings in 2014 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctoral degree</td>
<td>2.1</td>
<td>1,591</td>
</tr>
<tr>
<td>Professional degree</td>
<td>1.9</td>
<td>1,639</td>
</tr>
<tr>
<td>Master’s degree</td>
<td>2.8</td>
<td>1,326</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>3.5</td>
<td>1,101</td>
</tr>
<tr>
<td>Associate’s degree</td>
<td>4.5</td>
<td>792</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>6.0</td>
<td>741</td>
</tr>
<tr>
<td>High school diploma</td>
<td>6.0</td>
<td>668</td>
</tr>
<tr>
<td>Less than a high school diploma</td>
<td>9.0</td>
<td>488</td>
</tr>
</tbody>
</table>

All workers: 5%  
All workers: $839

Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.  
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctoral</td>
<td>$ 39.78</td>
<td>$ 82,732</td>
<td>2.1%</td>
<td>$ 38.94</td>
<td>$ 80,995</td>
<td>$ 3,239,785</td>
<td>$ 2,316,099</td>
<td>$ 1,933,712</td>
</tr>
<tr>
<td>Professional</td>
<td>$ 40.98</td>
<td>$ 85,228</td>
<td>1.9%</td>
<td>$ 40.20</td>
<td>$ 83,609</td>
<td>$ 3,344,347</td>
<td>$ 2,420,660</td>
<td>$ 2,038,273</td>
</tr>
<tr>
<td>Master's</td>
<td>$ 33.15</td>
<td>$ 68,952</td>
<td>2.8%</td>
<td>$ 32.22</td>
<td>$ 67,021</td>
<td>$ 2,680,854</td>
<td>$ 1,757,167</td>
<td>$ 1,374,780</td>
</tr>
<tr>
<td>Bachelor's</td>
<td>$ 27.53</td>
<td>$ 57,252</td>
<td>3.5%</td>
<td>$ 26.56</td>
<td>$ 55,248</td>
<td>$ 2,209,927</td>
<td>$ 1,286,241</td>
<td>$ 903,854</td>
</tr>
<tr>
<td>Associate</td>
<td>$ 19.80</td>
<td>$ 41,184</td>
<td>4.5%</td>
<td>$ 18.91</td>
<td>$ 39,331</td>
<td>$ 1,573,229</td>
<td>$ 649,542</td>
<td>$ 267,155</td>
</tr>
<tr>
<td>Some College</td>
<td>$ 18.53</td>
<td>$ 38,532</td>
<td>6.0%</td>
<td>$ 17.41</td>
<td>$ 36,220</td>
<td>$ 1,448,803</td>
<td>$ 525,117</td>
<td>$ 142,730</td>
</tr>
<tr>
<td>High School Diploma</td>
<td>$ 16.70</td>
<td>$ 34,736</td>
<td>6.0%</td>
<td>$ 15.70</td>
<td>$ 32,652</td>
<td>$ 1,306,074</td>
<td>$ 382,387</td>
<td></td>
</tr>
<tr>
<td>Less than High School</td>
<td>$ 12.20</td>
<td>$ 25,376</td>
<td>9.0%</td>
<td>$ 11.10</td>
<td>$ 23,092</td>
<td>$ 923,686</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: U.S. Bureau of Labor Statistics
And, considering this, how can **WE** make a greater **IMPACT** and drive sustainable **OPPORTUNITY** for **YOUNG ADULTS**?!
...by connecting with our community through human-centered design!
...and by creating our first design team!
Dalton McGahey, Diego Conde, Evan Abbott,
Dalton McGahey, Diego Conde, Evan Abbott, Kelly Folks, Joe Barela, Jenny Smith, D’Angelo Johnson, & Sasha Easton
It's not just about finding a job, it's about finding a CAREER.
The Inspiration Phase Resulted in Re-branding our Young Adult Program!
BEFORE:
AFTER!

Your path, your potential.
Your path, your potential.

Future

A proud partner of the American Job Center Network
Our Original Design Challenge Question became:

*How might we drive **opportunity** for young adults to **realize** and own their **workforce potential**?*
And during the Ideation Phase

We took note of reoccurring themes and potential barriers
What we discovered...
RE-OCCURRING THEMES THAT INCLUDED:

VALUE

STAFF PASSION AND ENGAGEMENT

IMPROVED SERVICES AND PROGRAMS THAT ARE MEANINGFUL, ENGAGING, AND RESULTING IN OPPORTUNITIES
And our **Insight Statements** emerged which included:

- Young adults need to see the **value** of our programs and services
- We need to ensure staff understand the **significance and opportunity** of connecting with young adults
- We need to address young adult barriers in order to **increase opportunity and success**
Therefore

**How Might We...**

- Better communicate the **value** of our programs and services?
- Reignite employee **passion** for collaborating and creating opportunity for young adults?
- Improve our **programs and services** to better mitigate customer barriers?
After Further Immersion...

New *themes* and *insight statements* emerged around VALUE

This led to us *revising* our Design Challenge Question
Our revised design challenge question then became...

How might we drive & increase out-of-school young adults to see the value in accessing Arapahoe/Douglas Works! programming and resources
The Answer...

By expanding opportunities within Talent Development to include Career Pathways, Sector Initiatives, Work-based learning which encompasses Apprenticeships, Work Experiences, On-the-job trainings as well as developing new and sustainable programming for our young adult population
And by facilitating our **First Focus Group!**

Attendees included young adults, parents and community partners.
And by incorporating the following Focus Group feedback into future iterations

- Marketing should be simplified and better capture the attention of the audience
- Improve communication with young adults and community partners
- Include current and/or former young adult participants in outreach, service-delivery, and employ as staff
We also began taking a closer look at our Short & Long-term goals.
With our **Short-term goal** being the **Re-branding of our Young Adult Program**
And one of our Long-term goals which will be the development of a Paid Internship/Mentor Program that we are currently Prototyping.
The Paid Internship/Mentor program idea was born out of the Prototyping course we attended immediately after we completed Human-Centered Design.
And now the Prototyping phase continues!
FUTURE TANK

PAID INTERNSHIP & LEADERSHIP ACADEMY
PROTOYPING Course – Nov. 2015

Design Question
How might we drive and increase out-of-school youth to see value in accessing Arapahoe/Douglas Work! programming and resources?
For our Prototyping course we created our design team comprised of staff who didn't attend Human-Centered Design in order to get a fresh perspective.

Our Design Team

The Design Team completed our first exercise! Travel Kits

Getting Stakeholder Feedback

Design Question
How might we drive and increase out-of-school youth to see value in accessing Arapahoe/Douglas Works! programming and resources?
The young adults also gave us feedback on what they would like to experience in the first meeting.

Getting to Know U!

Name
One hope you have for your future.

Name
Tell us your dream job?

One of our iterations was looking at how we set the tone for the first meeting by creating a more personal experience for our young adults.
The design team wanted to ensure that during orientation we provide a solid understanding of the process.

LET US HELP YOU UNDERSTAND THE PROCESS...

- What am I doing here? What a waste of time.
- How long is this going to take? I have stuff to do!
- What a hassle! A meeting isn’t what I need. I need money, now!

Design Question:
How might we drive and increase out-of-school youth to see value in accessing Arapahoe/Douglas Workforce Programming and resources?
We also knew it was important to outline the expectations for our participants.

**What should I expect today?**

- Obtain valuable program information
- Meet 1:1 with your Workforce Specialist
- Meet one of our Alumni participants
- Tour of the Youth Resource and Workforce Center
- Complete Orientation Paperwork
- Complete an assessment for employability
- [Register with the Workforce Center](#)
Additionally, we wanted to ensure that our participants were well informed about WIOA program offerings.

- Self-Directed Job Search
- Industry Profiles
- Up-to-date Assessments
- Career Academies

**Daily Center Schedule**

**Monday- Friday**

8:30-4:00

*Future U* offers a wide variety of alternative activities that will help you with your career path. Speak with a WFS to determine which activities best suit your needs.

**Design Question**

How might we drive and increase out-of-school youth to see value in accessing Arapahoe/Douglas Workforce programming and resources?
Which includes...

WORK EXPERIENCE/ON THE JOB TRAINING
- An opportunity that increases employability

BENEFITS
- Located at a site of your choice
- Gain recent work experience
- Give back to your community
- Learn about various industries
As well as...

**On the Job Training**

- You get a current work history.
- You learn new skills.
- You get back into the world of work.
- Obtain a current work reference.

Design Question

How might we drive and increase out-of-school youth to see value in accessing Arapahoe/Douglas Workst programming and resources?
And also...

VOCATIONAL TRAINING PATHWAY

Short Term Trainings

• Vocational Training may be possible in combination with Employment and/or On the Job Trainings

• Short-term trainings that lead to industry recognized certifications
We also knew it would be important to teach the young adults about the workforce industries that were in-demand.

TARGETED INDUSTRIES

- Aerospace
- Aviation
- Bioscience
- Broadband
- Construction
- Engineering
- Finance
- Healthcare
- Hospitality
- IT
- Manufacturing

Design Question
How might we drive and increase out-of-school youth to see value in accessing Arapahoe/Douglas Workforce Programming and resources?
Our goal is to also **assist** our participants with **supportive services** as stated in WIOA.

**STAYING ON TRACK**

- Transportation Assistance
- Bonuses
- Work Clothing/Work Supplies
- Recertification/Professional License Fees
- Dress for Success/Denver Works

**Design Question**

How might we drive and increase out-of-school youth to see value in accessing Arapahoe/Douglas Works! programming and resources?
Our goal is to also make sure we convey the expectations of the Paid Internship/Mentor program.
This is a draft outline of what the first day of orientation would look like based on feedback from our young adults.

LET'S GET STARTED TO THE FUTURE U!

- Grab a snack!
- Video presentation
- Grab a Flash Drive
- Testimonials
- Application

Intake:
- Questions/Concerns
- Meet 1:1 with team
- Complete paperwork
- Next steps to the Future U!

Design Question
How might we drive and increase out-of-school youth to see value in accessing Arapahoe/Douglas Workforce programming and resources?
The young adults expressed that they really liked the idea of being able to compete for a spot in the Paid Internship/Mentor program.
The design team developed an outline of what the competition would look like

THE COMPETITORS & THE SHARKS

- The Sharks:
  - Employers and Workforce Center Staff will compromise the panel that will judge the Marketing Plans
- The Competitors:
  - The 12 Students who completed the 4-8 week Academy
  - Young Adults between 18 and 25 years old

Design Question
How do we drive and increase out-of-school youth to see value in accessing Arapahoe/Douglas Workforce programming and resources?