



The Business Case for Internships/ Work Based learning

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Logistics

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Carolyn Jeppsen

CEO, President & Co-Founder, BroadFutures



Carolyn Jeppsen is the CEO, President and Co-founder of BroadFutures. Carolyn founded BroadFutures in 2013 with partners Diana Eisenstat, program director, co-founder and Bradley Holmes, chairman of the board of directors, co-founder.

In her role, Carolyn is responsible for the overall management and operations of BroadFutures, as well as strategic vision, fundraising, and program creation and implementation

“We have always done it that way”

The 7 most expensive words in business

INTERNSHIPS/Work Based learning IS the Future -- DON'T MISS OUT

- It is estimated that young workers will have 30-40 jobs before they retire.
 - 91% of millennials expect to stay in a job less than 3 years.*
- In order to navigate a much more transient job market, flexibility & exposure to different work environments is critical.
- **“The workplace and workforce are going to change pretty dramatically as we look forward. The entire concept of work is going to become more flexible. The skills needed in the workforce are going to be less about IQ and a little bit more about EQ”** - Deborah Henretta, Group President, Asia & Global Specialty Channel, Procter & Gamble, *millennials at work; Reshaping the Workforce*.
- Internships are a huge part of the millennial generation’s educational experience.
 - Where they learn about and have their first experiences with careers.

**Job Hopping Is the 'New Normal' for Millennials: Three Ways to Prevent a Human Resource Nightmare, Forbes, Aug. 12, 2014.*

10 Top Reasons For Internship Programs

1. GREAT WAY TO recruit a pool of skilled and motivated millennial employees.
2. Opportunities to audition future potential applicants
3. Highly motivated, versatile, inexpensive labor source
4. Reduces recruitment and training costs.
5. Young interns are technologically savvy.
6. Improves employee retention by boosting job satisfaction and sense of purpose.
7. Can bring fresh, innovative solutions or perspectives to old problems.
8. Creates opportunities to advance reputation as supporters of education, community leaders, and providers of good jobs.
9. Interns often become positive ambassadors for your company.
10. Helps to create future members of the workforce with critical skills in creative problem solving, conflict resolution, communication, and teamwork.

WHY RECRUIT INTERNS with Disabilities

- **THIS IS A VERY REAL & Pertinent ISSUE – growing % of workforce, Section 503, etc...**
- **CLEAR Return on Investment**
 - INCREASE REVENUE & access new markets.
 - Improve productivity through innovative and effective ways of doing business.
 - REDUCE COSTS – less turnover
 - Increase retention
 - ENHANCE SHAREHOLDER VALUE, where applicable

WHY RECRUIT INTERNS with Disabilities

(con't)

- It is estimated that 1 in 5 individuals has a disability.
 - They are your customers, friend, relatives, employees, relatives of employees, children, grandchildren, grandparents.
- Customers with disabilities and their families, friends and associates represent a trillion dollar market segment.*
- Has benefits to the entire work force, not just the direct supervisor or team
- Companies that employ individuals with disabilities are viewed more favorably.**
- Consumers are looking for “capitalism with a conscience”. 72% of consumers say they would recommend a brand that supports a good cause & consumers say they are more likely to discuss the good deeds a company does than they are to discuss a company’s financial performance.***

*www.thinkbeyondthelabel.com

**Siperstein, G. N., Romano, N., Mohler, A., and Parker, R., (2006), National Survey of Consumer Attitudes toward Companies that Hire Individuals with Disabilities. Journal of Vocational Rehabilitation, Retrieved on 2/27/14 from <http://askjan.org/landingpage/NewMexicoBLN2012/Siperstein%20Romano%20Marketing%20Study.pdf>

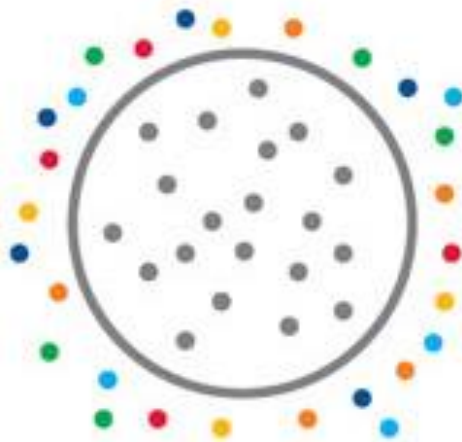
*** <http://www.usatoday.com/story/money/business/2013/03/25/kindness-panera-bread-nordstrom-starbucks/1965183>

Main Reason to Hire Interns w/Disabilities

DIVERSITY PLUS....



INCLUSION, CREATES...



innovation

Inclusive/Universal Design

Designed for individuals with disabilities... BUT

- Universally designed products & services = Better for everyone
- Benefits not just employees but customers.
- Microsoft video:
<https://www.youtube.com/watch?v=qMNd318GiJA>



BEST PRACTICES for Successful Internship Programs

- Understanding the Value Proposition.
- Refined talent match
- PREPARATION
 - Appropriate Supervisor placement
 - Knowledge of how to use interns
 - Disability 101 understanding
 - Appropriate accommodations in place
- Communication, communication, communication.
 - With placement or supporting agencies
 - With interns - opportunities for input & collaboration
 - 360 degree mentoring
 - Interns learning from managers & vice versa

What does an internship with an individual with a disability look like

- MUCH like any other internship
- Accommodations – usually very inexpensive and most common used are natural supports.
 - Strategies that managers have found successful: frequent communication, feedback, breaks, written, clear instructions, visual supports.
- Assistive technology & accessible workspaces
- Supportive supervisors/mentors
- Some interns will have job coaches.
- JAN – Job Accommodation Network is a great resource – www.askjan.org

What is BroadFutures



Innovative, Holistic...workforce training program



Who Do We Serve?

Different Learners



We Serve...

- Young adults ages 18 to 26 with a documented learning disability (many w/co-morbidity of ADHD, anxiety and autism spectrum disorder)
- Transitioning from high school to higher education, taking a break from educational pursuits, or focusing on workforce skills.
- Individuals who are:
 - able to be independent
 - high school graduates & able to continue with post secondary education
 - motivated to be in the program
 - responsive to direction & able to work at a consistent pace

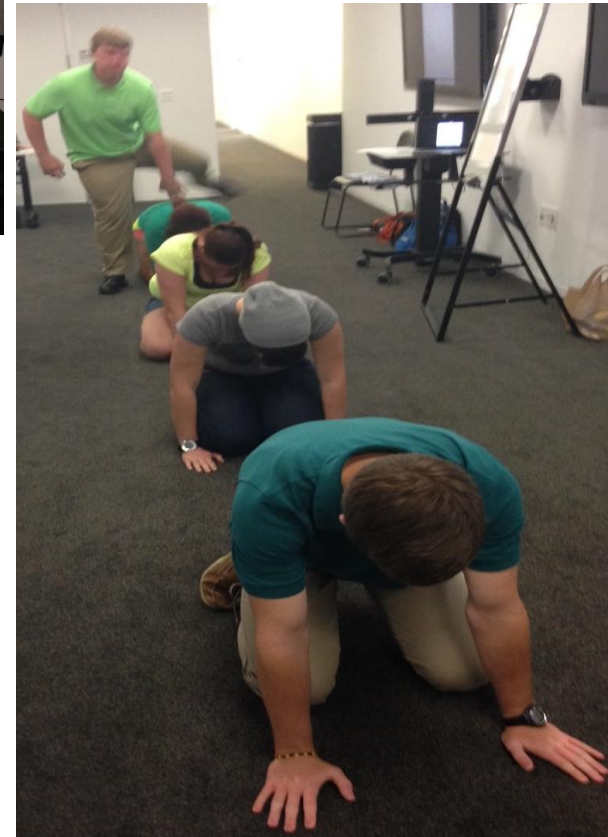


Program Snapshot

- Training, mentoring & paid internships.
- 2 week initial training & every Friday once internships start.
- Curriculum incorporates workforce preparedness and effective communication with a unique focus on:
 - stress reduction and tolerance, flexibility, and social supports
- Holistic curriculum delivered through:
 - Drama
 - Speech pathology
 - Mentoring
 - Presentations from workforce experts
 - Team building activities
- Yoga, meditation/mindfulness incorporated into program.

Our Innovative Approach

- alternative delivery of curriculum***



Preparation (pre-internship)

- BF staff and mentors meet with supervisors.
 - Discuss program goals and expectations as well as intern goals, strengths and weaknesses, and accommodations.
- Interns meet with mentors and coach to establish rapport and work on personal goals and objectives for program.
 - Establish internal goal setting and strategies for achieving success.
- Interns meet with supervisors at internship site.

Internships (con't)

Workweek

- Mon – Thurs. 10 – 3
- Mentors:
 - check-in with interns by phone, Skype or in person and as needed at least twice a week
 - Check-in with employers at least once a week initially, and then as needed
 - Site visit - week two or three
- BF staff - periodic check-ins with employers, interns, mentors and parents
- Weekly assessments completed by interns, mentors and supervisors to collect program metrics and assess intern areas of strength & weakness.

Metrics

- After initial partnership, 100% of our employer partners agreed to participate again.
- 100% of interns successfully completed their internships and were given letters of recommendation.
- More than half of our interns were offered ongoing work.
- 100% of our employers rated the program as “Excellent” or “Very Good”, with 85% of responses being “Excellent”.
- 100% of employers felt the interns were well prepared for their internships.



Employer Testimonials

"I really want to thank you, for making this opportunity possible and would recommend for other employers to be more inclusive. You don't do it for the people you're including; you're doing it for yourselves. Because including everyone makes you better. Our employees really appreciated having [the interns}, and it really made them feel that they were a part of something bigger and that they were making the world a better place." - **André Gluski, CEO, AES Corporation**

"We at Marshall Moya Design are excited about supporting BroadFutures. The wonderful and talented young people that have supported our firm this past year has been a great experience for me, working hand in hand with the interns on projects that have been important to me personally and professionally. I think BroadFutures is positioned just at the right time in the lives of the young people to foster self esteem and self confidence to open a whole world of possibilities for their lives. It is a privilege to be part of your team." – **Michael Marshall, Design Director and Principal Marshall Moya Design**



Employer Testimonials (con't)

“We are honored to partner with BroadFutures. As a parent of an emerging young adult with learning challenges, it is imperative that we offer intern programs that recognize and mentor these unique individuals so they can succeed as adults. The more employers embrace this program, the more doors will open for our young adults.”
– **Cary Griffin, President Griffin & Co.**

“When BroadFutures approached us to share information about the organization it became instantly clear that APA’s mission and values were very much in line with that of BroadFutures. I believe strongly that we all benefited from the experience – the interns benefited from being exposed to the work we do at APA, and the staff at APA benefited from the personal and business interactions we had with two very bright and talented students from the BroadFutures program.” - **Ismael Rivera, Director Human Resources & EEO Officer, American Psychological Association**



WHY are we Successful?

- INNOVATIVE
- 1 full year of research before starting
- Very nimble program
- Highly individualized program-we recognize we have 2 clients: interns and employer partners.
- Great emphasis on robust communication and effective support
 - 24 hour response time; individualized
- Turn key solution for employers
 - Employer match, intern profile & review of appropriate & necessary accommodations, support system

Becoming an Employer Partner... or general inquiries

Contact Carolyn Jepps

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- cjepps@broadfutures.org

Questions?

Type in chat box or if you are connected via phone, you can press the 'raise my hand' button on your screen and I can unmute your line to speak



Get Involved!

<http://www.thenytc.org/>

<http://www.ncil.org/gwic/>

<http://www.ncwd-youth.info/>

<http://www.projectsearch.us/>

<http://www.viscardicenter.org/> (Emerging Leaders)

<http://iel.org/> (Info on working with youth w/ disabilities)

Contact career services at local colleges & community colleges

Company internships listed on GH reaches students w/ disabilities
nationwide



thank
you!

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