

Celebrating 40 years of RSYEP

HOUSING AND NEIGHBORHOODS

Neighborhood Enrichment Services Division, Youth Services

Annual Report 2023

**Raleigh Summer Youth Employment Program
(RSYEP)**

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Raleigh

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Introduction

The Raleigh Summer Youth Employment Program (RSYEP) mission is to provide teens between the ages of 15 and 18 living in Raleigh City limits an opportunity to develop their career development skills and prepare for future employment by spending the summer working for the City of Raleigh. 2023 marks the 40th year the Raleigh Summer Youth Employment program has served the youth of Raleigh.



To align with this mission, the RSYEP leadership has built partnerships with business and organizations throughout the City of Raleigh in the private and public sectors. Partners have created work-based opportunities that have helped the RSYEP participants identify their passions and explore their career interests.

This report details program logistics, partnerships, and initiatives that RSYEP cultivated over the 2023 program year.

Program Demographics

Employment

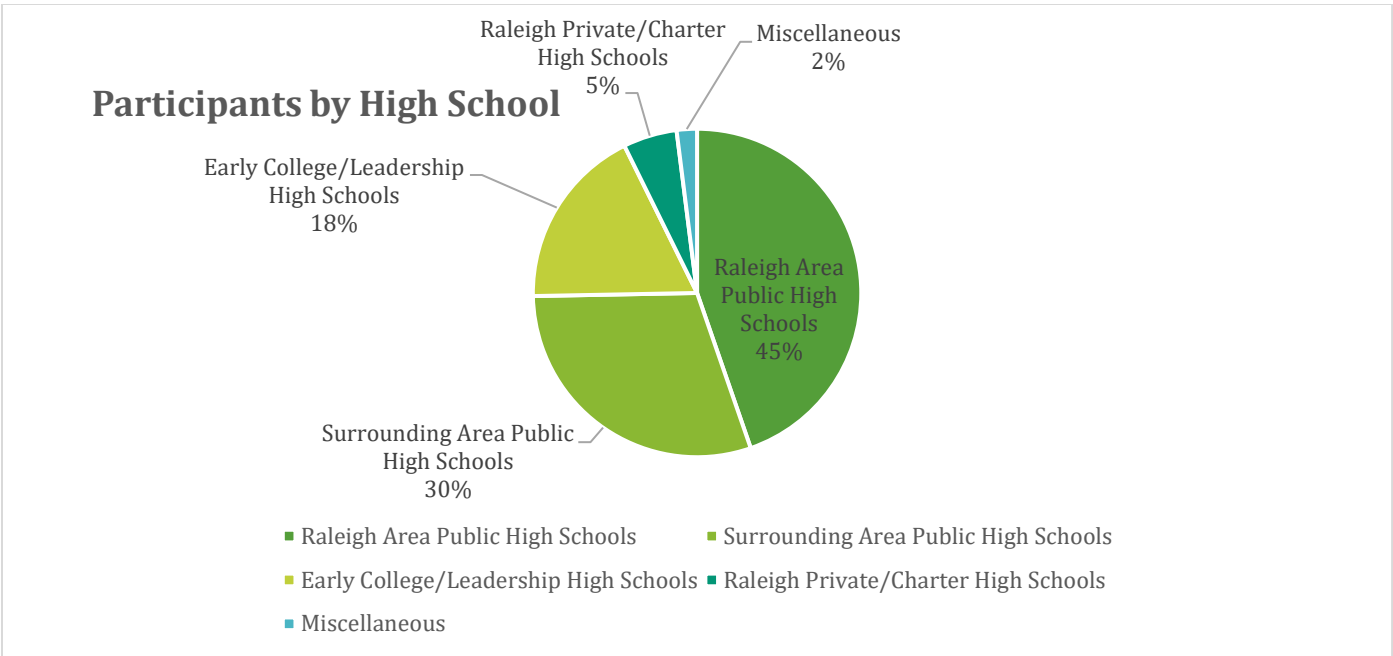
1. 225 applicants and offered 184 positions
2. Our final hiring numbers were 174
3. 150 completed the program requirements
4. Application and interview process
 - Interviews
 - i. Virtual

Interviews were conducted in a pre-recorded method using the software SparkHire. Youth record their responses to 8 questions recorded by the Youth Employment Program Manager and submit when completed. The virtual interview option was available for the entire six weeks.
 - ii. In-Person

Youth were able to attend an in-person interview session at the Raleigh Pathway Center.
 - Application
 - i. Applicants were asked to complete applications via NeoGov.
 - ii. The application cycle was open for six weeks.
5. Had 6 Youth Employment Career Coaches
 - Zoe Brannon, Former RSYEP & College Senior (UNC-Charlotte: Social Work Major)
 - Joshua Wright, Graduate Student (Wake Forest University: Clinical Mental Health Counseling)
 - Melonie Carlton, Wake County Public Schools Career Development Coordinator
 - Hollis Creecy, Wake County Public Schools High School Counselor
 - Monica Pugh, Wake County Public Schools High School Counselor
 - Vanta Rogers, Wake County Public Schools High School Counselor



Facts and Figures



Raleigh Public High Schools:

Enloe	Southeast Raleigh	Broughton
Athens	Wakefield	Leesville Road
Millbrook	Sanderson	

Surrounding Area Public High Schools:

Rolesville	Heritage	Green Hope
Garner	Middle Creek	Hillside
South Garner	Apex	Panther Creek
Knightdale		

Early College/Leadership High Schools:

Vernon Malone	Wake Young Men's Leadership Academy	Wake Early College of Information & Biotechnology
Wake Young Women's Leadership Academy	Wake Early College of Health & Sciences	Wake STEM Early College High School
North Wake College & Career Academy		

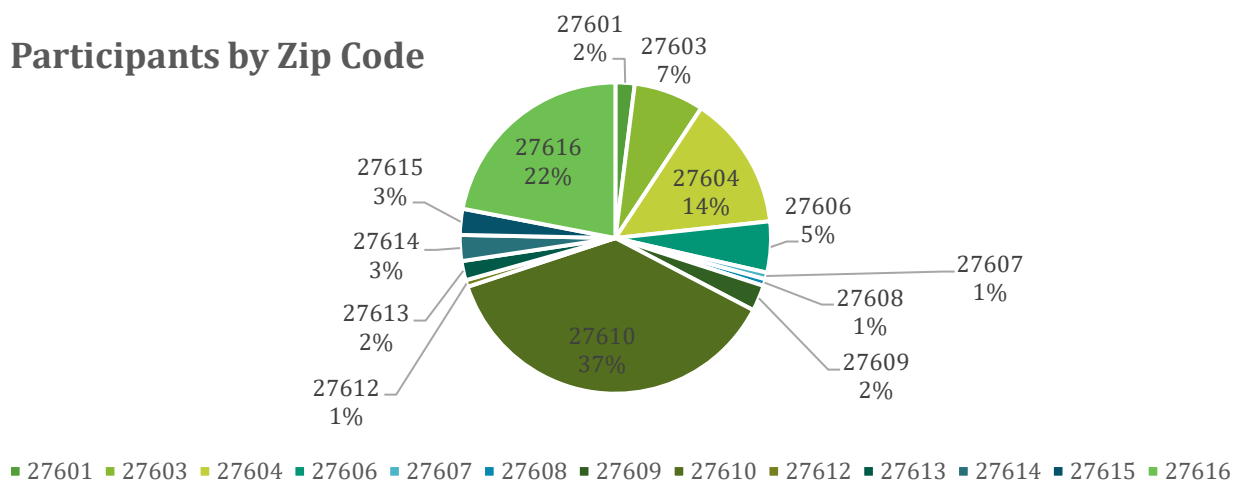
Raleigh Private/Charter High Schools:

Raleigh Charter	Cristo Rey Triangle	Word of God Academy
Cardinal Gibbons	Faith Christian Academy	

Miscellaneous:

Wake Technical Community College (GED)

Participants by Zip Code



Program Details

Traditional Pathway (In-Person)

Traditional Pathway Partners:



Junior Counselors

- 25 Community Center Sites.
- 48 accepted and completed the Junior Counselor Pathway.
- The Parks, Recreation, and Cultural Resources Department hired 18 RSYE post-RSYEP season.
- Youth worked alongside Parks, Recreation, and Cultural Resources camp staff and worked in various capacities within camp.

Duties included:

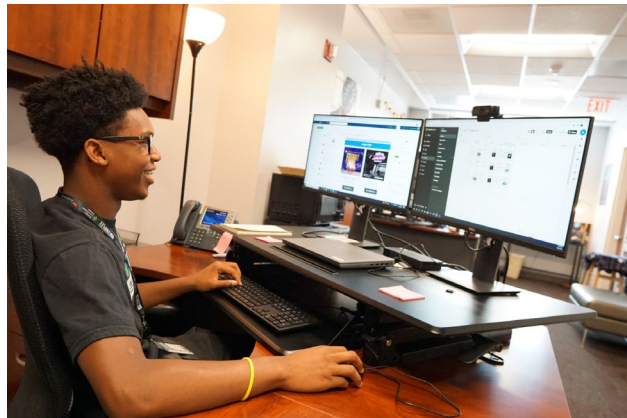
- Assist camp staff in general oversight of camp program to ensure safety of campers.
- Interact with campers and help engage them in games, sports, crafts and all camp activities.
- Set up games, crafts and other activities.
- Break down and clean up after games, crafts, snacks, meals and all activities.
- Help camp staff oversee camper experience on field trips, including swimming.
- Help camp staff escort participants for restroom breaks, pick up and drop off.

Marketing

Youth participants worked with the Marketing & Communications staff, providing hands-on assistance with projects in graphic design, social media, marketing campaigns, photography and videography. The marketing pathway was completed by 3 students.

Duties included:

1. Youth participants worked with the Marketing & Communications staff, providing hands-on assistance with projects in graphic design, social media, marketing campaigns, photography and videography.
2. Created promotion material for social media and vendors advertising events at the Performing Arts Center.
3. Assisted in reviving student radio station and doing sports marketing calendars at the local university.
4. Created thank you cards to partners that use the convention center and developed presentations for marketing ideas.

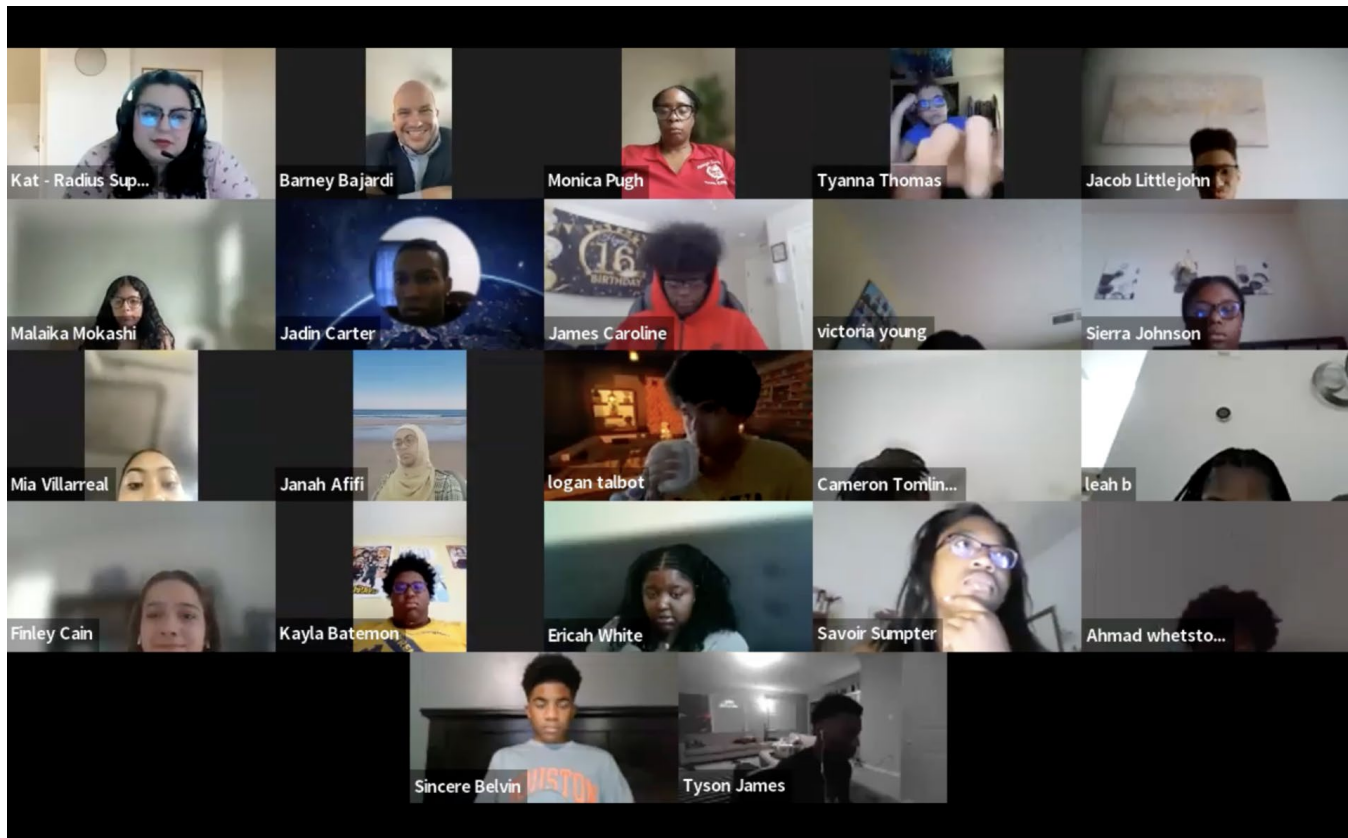


Virtual Pathway

In partnership with 3 top employers, Radius develops Virtual Work-Based Learning to prepare participants for the future of work. This year, Radius housed the third virtual RSYEP summer program to connect students with resume-ready work experience that prepares them to help them transition from high school into careers. Virtual participants were given a prompt that affects City of Raleigh residents and were challenged with developing a solution by creating an app.

- 99 youth completed this pathway.
- The virtual pathway experience was assessed with a quality rating of 9 out of 10.
- The overall quality of the pathways adventures was rated with a final score of 9.4 out of 10.
- 90%, indicated feeling more prepared for their careers after completing the pathway.
- Youth were in teams and individually with supervision of Career Coaches to complete adventures and develop their app.
- During the last week of program, all participants had to pitch their app ideas to various City of Raleigh staff, business and community leaders who rated their presentations. Youth were given real time feedback.

- Awards was given to participants based on the following: Innovation, Design Quality, Pitch Narrative, Impact, and Grammar & Punctuation.
- Every Wednesday, participants had “Industry Wednesdays” where they were exposed to different careers within each organization. They were able to ask questions and receive contact information.



Business & Finance Pathway

The Business and Finance Pathway is a virtual workforce experience focused on building solutions to community finance challenges. Throughout the pathway, participants learn how Bank of America is leading a new era of financial technology. The pathway's final assignment is to design an app idea that helps people who are experiencing financial challenges.

- The Bank of America Industry sessions received a score of 8.3 out of 10
- Better Money Habits earned a score of 8.2 out of 10



- Industry Wednesday Guests:
 - Anthony Lando - SVP; Private Client Advisor
 - Jamaal Livan - SVP; GCB Senior Relationship Mgr.
 - Kecia Atkins - VP; Human Resources Manager
 - Cony Schachel - Consumer Banking Market Leader
 - Carrie Loring - Small Business Banker

Business & Finance Pathway participants' key takeaways during the virtual experience

"This was a very professional program considering it was virtual and on Zoom. I had no problems and the people at the program were very well-prepared. This was a great experience to be a part of."

"I am grateful for all of the knowledge that I learned from this program and for the people who run it. They helped me a lot and I learned so much from this program. I am also grateful for the concept of the program. I really like the idea that I came up with."

Healthcare Pathway

The Healthcare Pathway is a virtual workforce experience focused on building solutions to community health challenges. Throughout the pathway, participants think about how technology can help to manage and improve health for those who may not have the resources to seek expensive in person medical treatment.



- The UNC Health Industry sessions received a score of 9.2 out of 10
- Industry Wednesday Guest:
 - Tramaine Young, Pharmacist Coordinator
 - Sherry Henderson, Regional Director Care Management
 - Christopher McDougal, Manager Care Management
 - Juliana Sullivan - Coordinator Respiratory Therapy
 - Justin Marchant - Coordinator Respiratory Therapy,
 - Morgan Meeks - Respiratory Therapist II
 - Bryan Sisk - Infection Prevention RN
 - Priyanka Parekh - Infection Prevention RN

Healthcare Pathway participants' key takeaways during the virtual experience

"My top takeaway is the time I enjoyed developing a final presentation for a potential app that could benefit the community."

"From this pathway I was able to learn how to research, group and process different information in a way that creates a final solution and stems from all the different ideas and thoughts I had throughout the process."

"I was able to find my strengths and weaknesses in work that requires problem-solving and research."

"My top takeaway from the Health Care Pathway is meeting people from different health care fields"

Sports & Entertainment Marketing

The Sports & Entertainment Marketing Pathway is a virtual workforce experience focused on charting a strategy to connect with a new generation of consumers. Throughout this pathway, participants will apply their new skills to help NASCAR evolve as the face of auto racing in the United States. Participants will develop skills in market research, project management, design, and more.



- The NASCAR Industry sessions received a score of 8.3 out of 10
- The overall quality of the pathways adventures was rated with a final score of 8.1 out of 10.
- Industry Wednesday Guests:
 - Austin Matthews II - Senior Manager, Social Media Production
 - Nicole Cruz - Sr. Account Executive, Driver & Team Marketing
 - Neil Magnuson - Senior Media and IP Counsel

Sports & Entertainment Marketing Pathway participants' key takeaways during the virtual experience

"I can do anything I put my mind to. Nothing is too difficult, just believe."

"I got to learn more about marketing and how other companies strategize to reach audiences."

"I have been able to increase my problem solving skills and take life lessons that will benefit me throughout the rest of my career(s)."

Professional Development/RSYEP Academy (Life Skills)

RSYEP strived to provided relevant professional development that youth could use as they grow personally and professionally.

- Resume Development
- LinkedIn Development (Coaches assisted participants with creating pages)
- Resume Editing (Youth had one on ones with coaches to create, edit, and develop)
- Interview Etiquette
- How to Ask and Use References for Jobs and Scholarships
- Better Money Habits (Financial Education)
- College Application & College Essay Writing
- Gap Year (For Juniors & Seniors)
- How to use ChatGPT
- Networking and Building Your Personal Brand
- Career Exploration and Assessments
- Turning Your Hobby into a Side Hustle
- Fall Mental Health Check-in with RSYEP Staff
- Bring Your A-Game to Work Certification-**68 passed and are certified**



Work

- Being Productive
- Deadlines
- Commitments
- Time Lines
- Stress

Life

- Family
- Love
- Fun
- Friends
- Faith Practice

Work-Life Balance Debate



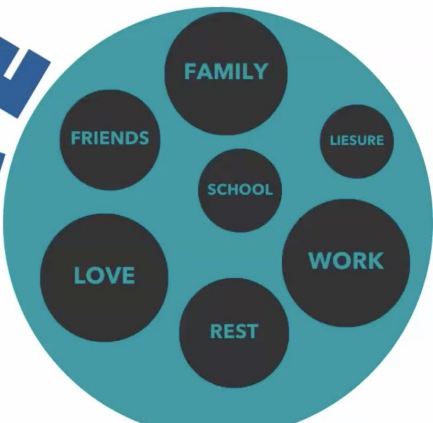
- 4 Groups
 - 1 and 3 will argue work-life balance exists
 - 2 and 4 will argue work-life balance does not exist
- Group Name
- 2 points to make your argument with examples
- 1 Group representative to present

REAL WORLD



V.S

LIFE



Program Additions for 2023

1. **Navigating Stress in the Workplace with Step It Up Ministry:** Each week, participants discussed aspects of how to navigate stress professionally and personally. Each session included activities to demonstrate HOW to incorporate them.

Mental health issues amongst teens are at an incredible high. It is imperative to bring awareness to their difficulties and provide youth with practical tools that will hopefully help to avoid tragic outcomes.

References: [Mental Health in Schools: The Kids Are Not All Right](#) & [The Importance of Mental Health Awareness in Schools.](#)

2. **Wake County Public Schools Internship Credit:** Each WCPSS student submits their internship packet to the Youth Employment Program Manager. Upon completion and return to the corresponding counselor (varies by school), participants earn an internship credit for WCPSS.



3. **Navigating Stress in the Workplace Panel:** Youth were introduced to professionals in high stress careers in a panel. Panelists discussed navigating personal traumas and mental health diagnoses while being an productive professional. Youth were given mental health resources at the end of the panel. Panelists were:
 - a. Dr. Sherrá Watkins LCMHC-S, LCAS, CRC, CCS - Associate Vice President for Student Health & Wellness University of Utah
 - b. Robert Terry III, MBA - Information Systems Manager and Technical Trainer for the British American Tobacco-RJ Reynolds Tobacco Company
 - c. Brandon M. Moore, Intensive Care Nurse, working with Trauma, Surgical specific cases.
 - d. Dr. Christopher Withers, Dean of Enrollment Management at Louisburg College
 - e. Shircola Powell, Esq. - Attorney and a Commercial and Residential Real Estate Professional & on the Board of Directors for the Wake County Boys & Girls Clubs
 - f. Trevis Bailey, Creative Professional, Motivational Speaker, Leadership Trainer
 - g. Zaneta Hill, MS - Intervention Teacher, and Head Varsity Women's Basketball Coach at Holly Springs High School
 - h. Carmicia Booth, Dual MS, Broker-in-Charge, GRI® - SRSReal estate investor, Multiple Business Owner, and Brokerin-Charge of CKG Realty.

4. **College Application Week Assistance:** Participants (seniors) and their families were offered a one-on-one opportunity to work with the Program Manager and Coaches on applying to colleges during Free Application Week.
5. **Financial Aid Luncheon:** Participants and their families came to a luncheon with the Program Manager and Coaches to work through completing the FAFSA process.
6. **Professional Headshots:** Since LinkedIn was a summer workshop, the RSYEP provided participants the opportunity to have professional headshots taken by Premier Branding & Marketing Solutions. Participants were given 2 edited headshots.
7. **Lunch and Learn with a Lawyer:** RSYEP partnered with the Wake County Bar Association and Campbell School of Law and planned a lunch a learn. RSYE started the day with a panel with current Campbell School of Law students and was followed by a diverse panel of current lawyers within the Wake County/Raleigh Area. Following lunch RSYE went to the courthouse where they met Judge Ashley Dunston and participated in a full criminal mock trial.
8. **Lunch and Learn with RPD:** RSYEP partnered with the Raleigh Police Department (RPD) and did a lunch and learn. Chief Patterson opened up the event and discussed career options in the Chief's office. Each unit within RPD spoke to the law enforcement and civilian career opportunities.



Following lunch, RSYE were able to select the table of their career interest and interact with various employees within RPD.

9. **RSYEP Advisory Group:** 2023 will be the second cohort of our RSYEP Advisory Group consisting of two (2) Career Coaches and past-year participants. The advisory group will meet September-March to evaluate the current program and help with identifying program additions that will be of interest to future participants.
10. **Healthy Relationships with InterAct:** The Community Awareness division of InterAct conducted two workshops on Healthy Relationships & Boundaries and Loving Yourself & Valuing Others. RSYE had engaging conversations on personal bias, what a healthy personal and professional relationship looked like and how to create healthy boundaries in all relationships.
11. **Empower App:** To streamline communication methods and logging time for RSYE, the program customized an app to allow coaches and program staff to communicate with participants in concise manner. Program staff were able to announce program-based events and communications in the app. Participants were also able to create saving goals and log their daily time.
12. **Family Reunion Finale:** RSYE, their families, and staff enjoyed a 360 Booth, DJ, and cookout style menu to celebrate the end of program. All participants received their certificates of completion at this time.



What Did The Youth Think??

Results from End of Program Evaluation

Each question was based on the rating scale 1-5. (1=Strongly Disagree 2=Disagree 3=Neither Agree or Disagree 4=Agree 5=Strongly Agree). Below is the average rating for each question.

1. **You learned something that you can share with others?** 4.31
2. **Do you feel more confident in your ability to work independently and with others?** 4.37
3. **You will take the skills you learned from RSYEP 2023 into your future work or academic spaces?** 4.35
4. **You are more aware of career opportunities and career future fields?** 4.27
5. **Please indicate your agreement to the following statement with 10 being the highest level of agreement: I would recommend this program to a friend.** 9.17

Thank You to Our Partners

We want to thank the following partners who aided in making Summer 2023 a major success! Your demonstrated commitment and contribution to the program is a commitment to the youth of Raleigh's success.

NC State McKimmon Center

Wake County Public Schools

Radius Learning

Bank of America

UNC Health

NASCAR

Step It Up Ministry of Wake County

InterAct of Wake County

Ratliff Business Consulting

Wake County Bar Association

Campbell School of Law

Judge Ashleigh Dunston-Parker

Raleigh Police Department

College Foundation (Sarita Broadway)

America Saves for Young Workers

Empower App (One Absolute)

Raleigh Parks, Recreation, and Cultural Resources (City of Raleigh)

Raleigh Convention Center

Saint Augustine's University

Martin Marietta Performing Arts

Premier Branding & Marketing Solutions

Kaplan Catering

Games Gone Mobile

S&K Funnel Cakes

DJ Club Rheub

360 Dreamz Booth