



Employer Outreach Kit

March 2013



CYEP BUSINESS BENEFITS

To deliver on its mission, CYEP pursues win-win partnerships with the private sector. Companies not only gain access to youth trained with the skills needed to contribute to business success, but exercise their corporate social responsibility through supporting the development of disadvantaged youth.

YOUTH BENEFIT. BUSINESSES BENEFIT. SOCIETY BENEFITS.

WHAT CYEP OFFERS COMPANIES:

- Training programmes that address the skills needs of employers, who are consulted prior to implementation to ensure the development of technical and life skills that are relevant to the local labour market
- Youth trained in essential life skills (e.g., responsibility, teamwork, job preparation, and workplace readiness) through *Passport to Success*®, an internationally-recognized, locally-adapted curriculum with proven results in 20+ countries
- Placement and monitoring of interns to ensure employer satisfaction with performance
- Job matching/placement of employees equipped with relevant soft and hard skills

HOW COMPANIES CAN CONTRIBUTE:

- Provide internships to trainees so they can acquire 'real world' experience
- Engage employees as mentors of trainees and programme graduates
- Offer employment to CYEP graduates
- Provide input into training curricula to ensure that content satisfies the needs of a given company/industry
- Offer business facilities (e.g., offices, conference/dining rooms, kitchens) as training sites
- Provide motivational speakers and instructors for training sessions

BENEFITS OF PARTNERSHIP:

- Reduced employee recruitment costs
- Access to qualified employees
- Connection to the communities where you do business
- Recognition of your business as a good corporate citizen
- Staff satisfaction in supporting vulnerable youth

CYEP invites you to join us in a far-reaching effort to instill hope and expand opportunities for the Caribbean's next generation.

CYEP GRADUATES

A HOLISTIC APPROACH

COUNSELLING

REMEDIAL EDUCATION

Literacy
Numeracy

ICT

Basic computer literacy
Microsoft Office



LIFE SKILLS*

Ability to learn independently
Appropriate grooming and dress
Self-confidence
Communication/interpersonal skills
Conflict management
Creative thinking/problem solving
Responsibility
Teamwork/cooperation
Time management
Workplace ethics

TECHNICAL SKILLS*

Agro-food processing
Auto mechanics
Computer maintenance & networking
Culinary arts
Customer service
Electrical installation
Food and beverage services
General maintenance/construction
Tour guiding
Yacht maintenance

**Represents a cross-section of trainings/skills offered through CYEP initiatives in different countries.*

©2013 International Youth Foundation. All rights reserved.

CASE STUDY: GODDARD CATERING



TO SUCCEED in today's competitive, fast-changing marketplace, companies are demanding well-trained employees with a range of skills relevant to their needs. Deborah Barthley-Francis, Quality Systems/H.R. Officer at the Goddard Catering Group in Antigua, knows exactly what qualifications she is looking for: basic literacy skills, a positive attitude, and strong work ethic.

"We expect simple things," she explains, "like telling us early enough if you are unable to show up for work. Many workers feel that sick days are a right; they are not a right." Another challenge is lack of motivation. "Youth sometimes settle for anything and don't push themselves forward and grasp opportunities for upward mobility."

With a workforce of just under 50 employees, Goddard Catering (Antigua) Ltd, has been in the business of servicing global and regional airlines in the Caribbean region for over 35 years, with a client list that includes British Airways, Virgin Atlantic, Caribbean Star, and Delta Airlines. Looking to expand her staff, Mrs. Barthley-Francis recently hired three graduates of the *Caribbean Youth Empowerment Program* (CYEP), an

initiative of the International Youth Foundation, funded through the U.S. Agency for International Development, that equips the region's vulnerable youth with the technical, vocational, and life skills needed to secure and sustain decent jobs.

The CYEP-trained youth—Kashief, Bakari, and Aceem—are employed by Goddard Catering Ltd as Operations Assistants. Weldon Jarvis, Operations Supervisor, who oversees the three young men, describes them as respectful and well-mannered. "They have grasped the concepts well, including health and safety guidelines," he says. "Bakari, especially, has an appreciation for deadlines—ensuring that flights are serviced on time." Mr. Jarvis also notes improvements in performance. They have a very good working relationship with their peers, which further enhances the operation process.

According to Mr. Jarvis, the new employees demonstrate the benefits of the CYEP training. "We have several levels of operation and they are always willing to move to the next level." He adds that the the CYEP graduates ensure flights are serviced in a timely manner to specifications. "They are assisting the company in achieving customer satisfaction; complaints have been little to none."

"There is a willingness to learn (among CYEP-trained employees)... They are assisting the company in achieving customer satisfaction; complaints have been little to none."

—Weldon Jarvis, Operations Supervisor
Goddard Catering (Antigua), Ltd.

When asked if the company would hire CYEP graduates in the future, Mrs. Barthley-Francis responds: "Yes, surely, if a position is available. Hiring CYEP graduates has been a good thing. As a manager, if you get an opportunity to develop someone, you should take it." She adds that companies have a responsibility to support

youth in the beginning. "If you hire them, you need to guide them along the path you would like them to take."

Goddard Catering Ltd is one of over a hundred companies that have hired CYEP graduates in the Caribbean region. CYEP-trained employees work in tourism, banking, government, construction, and telecommunications, among other sectors.

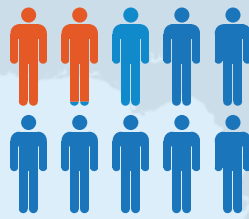
CARIBBEAN YOUTH

BY THE NUMBERS

THE CHALLENGE: Rising youth unemployment in the Caribbean translates into increasing numbers of young people who are unproductive, alienated from society, and more likely to pursue negative behaviors such as gang involvement, violence, and substance abuse. Far from realizing their potential as productive citizens, jobless youth find themselves on the margins of society, the cost of addressing their needs draining limited public sector resources. Businesses, too, are denied the talents and contributions of the youth generation.

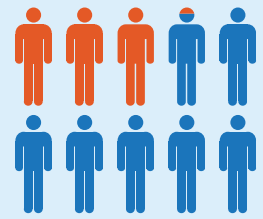
3.2%
OF GDP

AVERAGE COST OF FIGHTING
YOUTH CRIME REPORTED BY
CARIBBEAN GOVERNMENTS



19

PERCENTAGE OF POPULATION
AGED 15-24

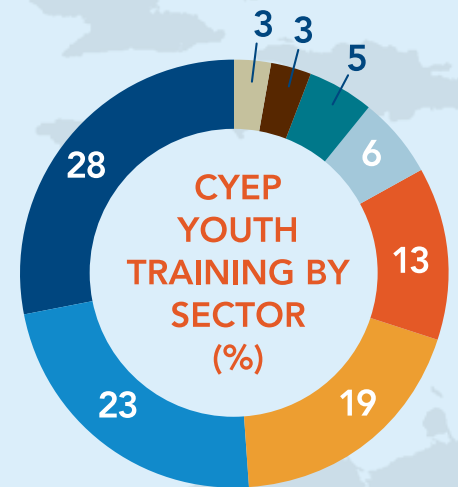
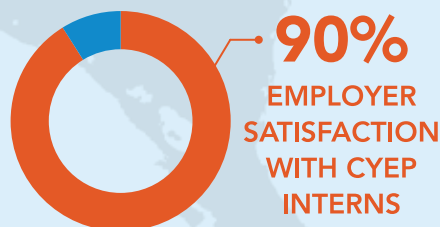
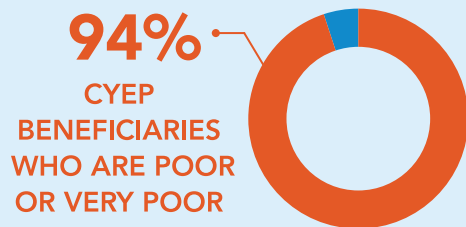


31

PERCENTAGE OF YOUTH
UNEMPLOYED

THE SOLUTION: The Caribbean Youth Empowerment Program (CYEP) equips youth at risk with the life and technical skills needed to contribute to business success. At the same time, CYEP works to boost local economic growth through encouraging businesses to hire qualified youth who might otherwise emigrate out of the Caribbean in search of opportunity elsewhere.

Youth benefit. Businesses benefit. Society benefits.



- ▶ Hospitality & Services
- ▶ Customer Service & Secretarial
- ▶ Culinary Arts & Food Service
- ▶ Construction & Maintenance
- ▶ Entertainment & Media
- ▶ Auto Mechanics
- ▶ ICT
- ▶ Agriculture, Apiculture & Livestock

2,200 NUMBER OF YOUNG PEOPLE WHO WILL GAIN
APPROPRIATE TRAINING, ACCESS TO THE JOB MARKET,
& SUSTAINABLE LIVELIHOOD PATHWAYS THROUGH CYEP

Source: Caribbean Human Development Report 2012: Human Development and the Shift to Better Citizen Security. UNDP, 2012. P46-70.
<http://hdr-caribbean.regionalcentre-lac-undp.org/>

YOUTH VOICE: QUIDEA

QUIDEA, 24, CYEP Graduate, Antigua and Barbuda

I was born in Jamaica and came to Antigua when I was 10. I live with my mother, two sisters, and a brother. Finding a job is hard. Economic challenges are a problem here because most incomes are not reasonable given the cost of living. This affects the youth more because they tend to be less experienced so they cannot get a job.

I found out about the *Caribbean Youth Empowerment Program* (CYEP) when I was taking my mom to work. I saw someone I know who was in a different training and asked about what courses were being offered. I always wanted to be a tour guide so I applied for that course. I am really grateful for the opportunity.

Through CYEP, I learned about communications most of all, as well as about the history of Antigua and our tourism system. I also learned new computer skills like making spreadsheets that I used in my internship to carry out administrative work. I also learned about conflict management.

I now have a job that I enjoy, working for Tropical Adventures Ltd., in St. Johns, where I give excursion tours.

I like everything about it. What I learned in the programme helped me a great deal. When I started my job last month, I just had to learn the route; then I used the information I gathered to develop my own tour.

My favorite part is when I get to answer questions and have conversations with the guests. One of the things I learned from the training and that I use in my job is that I'm aware of body language and speech. For example, if there is a person who doesn't speak English, I know how to interact even if I don't speak his or her language.

I love everything about the job except that is not all year round; the tourism season is just six months. I hope that eventually I'll have my own business in the tourism sector, probably operating tours.



YOUTH VOICE: MICHAEL

MICHAEL, 25, CYEP Graduate, Saint Lucia

I grew up in a ghetto community in the city of Castries with my mother and three siblings. Ever since I was in primary school, I loved track and field. After seeing me race one day, a coach saw I had potential and invited me to train as a member of the Saint Lucia Road Busters, an elite running team. I raced in the regional junior championships in Mexico and placed in the Barbados 10K a year later. My career seemed limitless. But my life was catching up with me. The community where I was growing up was a rough place because of drugs and dealing firearms. I was out of the house a lot, and I began to hang out with older guys. I wanted to be part of the fast world and get fast money. I started dealing drugs even while I was in school. In Saint Lucia, young people get into trouble by following bad company. They become young mothers, get caught in gang warfare, and end up in prison, the hospital, or six feet under.

I was serving a sentence in the Bordelais Correctional Facility when I heard about the *Caribbean Youth Empowerment Program* (CYEP). I had already passed my exams in reading and math so I was accepted right away.

For the CYEP training, I chose message therapy. Because I was already into sports, I felt it would be a good skill and would prepare me to work at sports clubs. One of the sessions I remember most was work ethics, which is about working well with people in the workplace. I also learned about conflict management, like when there is a simple problem, you don't need to make it a big issue. The program also taught me to stay out of trouble and focus on my sporting activities.

Today, I am a steward at a local restaurant and bar. I would like to find work in massage therapy, but it's hard here because the tourism season is slow right now I have a kid now, and I need to provide for him; I also want to set a good example for him. One of the CYEP instructors has contacts with the hotels in the area, and sometimes they call me to do treatments. I want to use my message therapy training to someday obtain a degree in kinesiology. With this education, I hope I can become a track coach. Look for me out on the track ... I'll be back!