**WorkforceGPS**

**Transcript of Webinar**

**GetMyFuture: Getting Career and Job Information At The Hands Of Youth**

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*Transcript by*

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BRIAN KEATING: All right. Well, hang on. All right. Welcome, everyone. Thanks for joining us today. My name is Brian, if you need anything technically speaking. Hopefully you do not. I'm going to get myself right out of the way so we have as much time for content as possible today. However, a few of you did go ahead and chime in. So if you haven't already done so, go ahead and type into that welcome chat who you are, what organization or group you're representing today, and how many are with you, if you happen to be in a group. We'll leave that up for another minute or so.

Also, we're going to be playing – most of you I believe are listening through your computer speakers today. We've also posted the teleconference information at the top left-hand corner of your screen, and we're going to be playing a video during this webinar that you will need to listen to through your computer speakers. So just make sure you've located that. You might already be listening through your computer speakers. So just make sure those are turned on and up so you have the best possible experience today.

All right. Well, welcome, everyone, to the "GetMyFuture: Getting Career and Job Information At The Hands Of Youth" webinar presented by the Office of Workforce Investment. Looks like folks are typing in and introducing themselves in that welcome chat but go ahead and do that and you'll be able to ask questions or make comments at any point during the webinar today using that chat window.

And without any further ado, I'm going to turn things over to our moderator today, Amanda Ahlstrand. Amanda is an administrator with the Office of Workforce Investment with the Employment and Training Administration. Amanda, take it away.

AMANDA AHLSTRAND: Thank you, Brian. And hello, everybody. Thanks for joining us today. We are excited to introduce this tool to you today and give you a little tour. Especially exciting is that we're able to present this tool and make it available to young people across the country. We built it with the hopes that we would start getting more information that's available through the career One-Stop sweep into the hands of young people.

We felt like this was a great opportunity as there's so much need out there. We worked over time to test this and hear directly from young people what would be helpful and useful to them. We believe we've built an app that is youth friendly and we're excited to show it to you today. So without further ado, let me turn it over to Pam Frugoli who will keep us going through the presentation. We'll have a couple of presenters and look forward, again, to showcasing this great app. Thanks, Pam.

PAM FRUGOLI: Thanks, Amanda. So today's objectives are to introduce you to the new getmyfuture.org tool and to get your ideas on sharing this resource more broadly. And so now, I'd like to turn it over to Brian Lyght in the Division of Youth Services to take us through. Thank you.

BRIAN LYGHT: Great. Thank you, Pam, and thank you, Amanda, for the introduction.

The genesis of GetMyFuture was a 2014 White House foster youth event where young people were telling us that they needed access to more employment resources. As Amanda stated, we conducted six focus groups with organizations serving youth in foster care, youth in the juvenile justice system, homeless youth, and those focus groups looked at career One-Stop's existing tool, What's My Next Move, which is a guide to exploring careers, which is formatted as a PDF document.

The youth recommended several new features, many of which were incorporated into the new GetMyFuture. The most notable feature is presented on this slide. We know that 80 percent of homeless youth have cell phones, and so GetMyFuture was developed with responsive design in mind where the application is viewable on any device, including a cell phone. We'll discuss some of the other key features, including the new interest assessment, customized occupational profiles, success story videos, and finder tools as we walk through the demo.

Youth also told us that they wanted to see images of young people in real-life situations, not stock photos. And so the landing page for GetMyFuture features images of real-life young people. This home page will allow you to navigate by clicking on a tile or by using the green navigation bar that's across the top of the page. And so for this demo we will use that green navigation bar.

When a young person clicks on any of the five sections on the green bar under explore careers, a drop-down menu appears which provides links to more specific information. Circled in red are those features that we'll highlight during today's demo. So if a young person were to click on what do you like to do, he would be directed to a streamlined interest assessment using O\*NET's interest profiler.

MS. FRUGOLI: Right. And you may be familiar that the O\*NET interest profile is available online as a 60-question assessment, but for purposes of this mobile app, the O\*NET team designed and revalidated it as a 30-question profiler so that it could be used in mobile app. And this is the first site to launch it. It's available at the web service. And I want to mention that emojis will be coming in the future for the like and dislike. That was tested also.

So you can see that the assessment results are also easy to read on your phone. You can actually see the profile of your interests over there in the box on the left and the results, the occupations that match your interests. And also then in the occupation profile – for example, this is wage data. It's presented graphically rather than a table with numbers. So it's much easier, more user friendly, and easier to read on your phone also.

MR. LYGHT: Great. Thank you, Pam. On the next slide you see that we've added some updated occupational videos. Users can click on an occupation and view a video that provides more information about the occupation duties. We're in the process of updating these videos, and on this slide you see four examples of some of the newer ones that are available, including new occupations like solar photovoltaic installers on the top right.

On the next slide we'll walk you through some of the education features on GetMyFuture. The education tab provides users with a wealth of information related to finishing high school, earning a high school equivalency, and paying for school and more. For example, a young person interested in earning a high school equivalency can click on the dropdown link, and on the next slide they'll get detailed information on the three high school equivalency options. Here they can also click on the link for state high school equivalency options and see the various options available in their state.

If a young person were to click on paying for school, she'd be directed to the Department of Education's federal student aid site where information on the Free Application for Federal Student Aid is available. Similarly, she can use the scholarship finder tool to find information on scholarships.

Career One-Stop released this tool on Friday, May the 20th, and by the following Monday you saw a huge jump in the number of active users from 50,000 to 92,000. So we're very excited to have this tool now featured on GetMyFuture. Young people can also find information about colleges using the Department of Education's college scorecard, which provides information on total costs, graduation rates, and student success.

Now, we'll talk about the employment tab, rather. Like the education tab, the employment tab provides dropdown options for information on obtaining employment. For example, if a young person were to click on work documents, she would receive additional information on maintaining school and personal records, obtaining important documents like birth certificates, driver's licenses, Social Security cards, and also information on work permits and federal employment rules to make sure she is old enough to work.

One additional way to learn about careers is to engage in job shadowing. GetMyFuture connects young people to jobshadow.com where they can read real interviews of people talking about their jobs and careers. Here is just one abbreviated example of Mary who is a behavior analyst.

The next tab is the find support tab. Under the find support tab we focus on specific challenges that a young person might experience, and we direct them to useful information for addressing these challenges. Let's pause for a second to hear from Joel.

MR. KEATING: Sorry. One sec. I'm going to bring up that video, and while I do I just want to remind you that the video again is actually going to play through your computer speakers. So please make sure and take a moment now to make sure that your computer speakers are turned on and up. And the video is 45 seconds. So we'll go ahead and play it for you now.

MR. : Hello. My name is Joel (sp). I am 19 years old. About four years ago I found my life take a downward spiral – (inaudible). I began to abuse drugs, and I was arrested several times. This led me to be committed to the Department of Juvenile Justice residential treatment facility.

Upon arriving to the community, I enrolled in – (inaudible) – and participated in Department of Labor – (inaudible) – two vocational training programs. I have a certification in – (inaudible) – and MCDER. This helped me get prepared for – (inaudible) – at a job. Now, I am a high school graduate, and I work at – (inaudible) – construction agency. I plan on attending college to study to become a physical therapist. I am grateful for this wonderful opportunity. Thank you for saving my life.

MR. KEATING: All right. Hope you're able to hear that okay, and thanks for your feedback, Jennifer. We did hear a bit of an echo there. So hopefully you were able to hear that, and we will be including that in the recording of this event, which we'll be posting in about two business days. I'll turn it back to the team.

MR. LYGHT: As a young person with a criminal record, Joel would be able to locate local programs to assist him. This slide is just one indication of how individuals with a criminal record can look up information that's available locally.

On the next slide, if a young person needs other kinds of support, he or she can get information from this particular site which provides information on the types of government benefits for which she is most eligible. And for youth in foster care system GetMyFuture provides links to resources like finding a home, finishing high school, and paying for college. For example, youth who are likely to remain in foster care after the age of 18 or who age out of care can find information on the resources available through the Chafee Education and Training vouchers to meet their education and training needs.

On the next slide we want you all to know that we anticipate other ways to better connect young people to resources on the ground. In addition to linking them to American job centers, which is available through the current version of GetMyFuture, we're developing version 2.0 which will link them to youth committees and youth service providers. It's coming soon, and we will certainly let you know when that new version is available. Finally, the toolkit tab is a repository of the most useful tools available through career One-Stop. So that ends the demo portion of today's webinar, but now, it's time to hear from you.

First, we'd like you to tell us the features on GetMyFuture that you think are most compelling to showcase. So if you would go ahead and indicate which features you think are most compelling, we'd certainly appreciate hearing from you.

MR. KEATING: All right. Great. And we brought up that polling question. Again, the question is, what feature do you think is most compelling to showcase? Your choices are, number one, the scholarship finder, number two, the occupational profile, number three, the interest assessment, number four, the occupational videos, or last but not least, number five, real stories.

So we see that many of you are voting. If you haven't already voted, you're going to go ahead and click the radio button on your screen next to your choice, and we'll be able to see those responses come in in real time. So I'll turn it back to the team to comment on what we're seeing so far.

MR. LYGHT: Well, it certainly looks like most of you are finding the scholarship finder to be the most useful tool, and I think that's in keeping with the number of hits that we received when the scholarship finder was launched. So we're very excited to know that that tool is resonating with many of you.

Second, we see that the interest assessment is a useful tool, and we're excited about that because, as Pam stated, we've changed that assessment so that it's now 30 questions instead of 60 and we certainly hope that young people will find it much easier to be able to use that assessment to get at the kinds of jobs that match their particular interest. So thank you very much for your thoughts.

We want to continue with your feedback, and we'd like to hear from you with regards to how we might share this resource more broadly. So if you could share with us your thoughts in the chat box, and then we can have some discussion as to ways in which we can make this resource available to as many young people as possible.

MR. KEATING: All right. Great. So again, you've got a chat window on your screen. You can type right into that chat, and it looks like a few of you are. So we'd love to hear your thoughts and ideas about how we might share this resource more broadly. Again, just type right into that chat window. We'll see those responses come up, and then we can comment on what you're saying. So thanks to the couple of you that are typing there. We invite you all to weigh in now in the chat window.

MS. FRUGOLI: One suggestion is to share the link on social media and add it to the list of resources for our grantees. I'm trying to remember if – I know career One-Stop has the social media link. So I believe they're on the page. You can post it to Facebook. You can tweet.

"Have DOL staff include it in their signature line." Nice. "Get as much buzz about it on social media." "Strongly suggest that it can be a tool for our program." Oh, "Post it in the One-Stop." I should add that we are printing brochures. I'm not sure there's enough to distribute to the whole system, but there may be a PDF file that we can make available also.

"Share with high school guidance counselors." Well, I will say that career One-Stop does go to conferences and present on their tools, and I know they were just at the National Association of Workforce Development Professionals Conference and did highlight GetMyFuture there. But yes. They will include it in future ones.

"Commercial slide on all webinars." Okay. "Podcasts."

MS. AHLSTRAND: I think Tony's talking about all the WorkforceGPS webinars. We would just put a slide in the back of each deck as a standing practice.

MS. FRUGOLI: Oh, I see.

MS. AHLSTRAND: Check out GetMyFuture.

MS. FRUGOLI: Okay. Well, maybe we want to put a few more e-tools on there too.

MS. AHLSTRAND: Yeah.

MS. FRUGOLI: "We should provide some training on how case managers can use this alongside their youth participants."

MS. AHLSTRAND: I think that's great, and Brian mentioned the local youth service providers and collecting that information and adding that piece. And so once we have that information, we're going to have direct access. We're going to have push technology to actually touch and reach those frontline youth workers. So that really is kind of the dream state, Sarah. So yeah. Great idea.

MS. FRUGOLI: Right. And so Monica's asking about handouts to provide to community centers and other places. So again, I will check into about the availability of a PDF file because I'm not sure how much printing we have available.

"I like further – (inaudible) – focus newsletters." I'm sure we'll also be in the career One-Stop newsletter that goes out.

Oh, "When I download in Apple, there's a link to related apps. It may connect to that option."

MS. AHLSTRAND: Because this is a web app, I don't know if you would see it in the commercial, quote, unquote, "app store."

MS. FRUGOLI: Yeah. This isn't posted in the app store.

MS. AHLSTRAND: But I kind of love that. I wonder. We could ask about that. That's a cool idea.

MS. FRUGOLI: "Share with high schools." Yeah. We probably need to tell the Department of Education about this and let them get it out to their panels also.

MS. AHLSTRAND: Absolutely.

MR. LYGHT: So we will certainly work with the interagency working group on youth programs to make sure that this information is shared across all the federal agencies that are part of that interagency working group.

MS. AHLSTRAND: And Brian has done a demo of this for our WIOA youth group, and I know I talked a little bit about it with that group. So yeah. We just have to kind of keep getting the message out. We're hoping that you all can broadcast through your networks as well.

MS. FRUGOLI: "Collect examples of people successfully using this to find job scholarships, et cetera, including feedback options in the app." Oh, that I have to figure out, that – the technology of having a feedback option, but good idea.

MS. AHLSTRAND: And then Gloria's idea around sharing with national youth associations I think is an excellent one. So it might be worth sending Brian and the – (inaudible) – on a little road show to go talk to some of those national youth organizations and just sort of get the word out that way and – (inaudible).

MS. FRUGOLI: Or we could send an e-mail too.

MS. AHLSTRAND: It's always fun to do a road show, locally anyway, because a lot of them are here.

MS. FRUGOLI: Yes. That's true. Yeah.

MS. AHLSTRAND: Yeah. And we have an Opportunity Network meeting coming up soon. So that would be a great place to get on the agenda.

MS. FRUGOLI: Okay. So I think we've begun an outreach plan, but we can add these things, these ideas to it; right?

MS. AHLSTRAND: We have. Oh, I love that. Look what Tony said. "Make it a college project, little or no budget. How would you market this?" I love that. Yeah. I don't know. How could we. I think the career centers at colleges, we have that list too; right, through career One-Stop?

MS. FRUGOLI: Right. Or counseling programs I wonder? That would – might be –

MS. AHLSTRAND: And this was always meant to be a really quick demo. We just wanted to kind of spotlight what's in – so I think these are really great ideas. I really want to thank Brian and Pam for such a – really for putting this whole tool together in partnership with the career One-Stop team because it truly is something kind of new and different and fresh.

And as Amanda said, it's going to get it right into the hands of youth. So that was our goal. So I want to thank you guys for joining and – oh, Brian, yes. I was about to close. Brian, are there any other questions? And also share Brian's contact information if you have other ideas.

MS. FRUGOLI: We got one more idea about including information about this in Job Corps and in their marketing information and make sure everyone in Job Corps knows about it.

MS. AHLSTRAND: That's a great idea.

MS. FRUGOLI: Yeah.

MS. AHLSTRAND: We should actually go do a demo for – at their next staff meeting to make sure they have that.

MS. FRUGOLI: Oh, good idea.

MS. AHLSTRAND: Thank you, Francis.

MR. LYGHT: And so if anyone has any questions or if there's information that you think should be included on the site as we're looking to produce version 2.0, please let me know. You have my contact information on the next slide, which is lyght.brian@dol.gov. So I'm certainly open to any of your ideas and suggestions as we look to continually develop and improve upon this application.

So I urge all of you to go onto getmyfuture.org and explore the site. We've only touched on just the tip of the iceberg of the information that's available there. So please check it out. Explore. If you have questions, let us know, and we'll certainly get back to you with answers.

MS. AHLSTRAND: Thank you so much, everybody. Have a great afternoon.

MR. KEATING: All right. Great. And for those joining us virtually, before you log off today, if you could give us some quick feedback on what you thought today. That would be great. So we'll leave this webinar room open for a few minutes to give you an opportunity to give us your thoughts both in these polling questions and also any open-ended feedback you'd like to provide.

And otherwise, we'll leave it there. Thanks so much, everybody, and hope you have a great rest of your day.

(END)