



Community Sector Council
Newfoundland and Labrador

Accelerating Change



ASSISTING MY POTENTIAL -
LABOUR INITIATIVE FOR YOUTH

Corey Weir
Program Associate
Community Sector Council
Newfoundland and Labrador

<http://communitysector.nl.ca>

Our experience with youth



AMPLIFY

- Started in 2017
- Partnership with Department of Advanced Education, Skills and Labour
- Summer employment and career & personal development for targeted youth



SWASP

- Thousands of NL youth participated, 1993 - 2017
- Summer community service placements (280 hours)
- Tuition vouchers to encourage post-secondary education



Go Getters

- Started in 2019
- Youth aged 19-30
- 120 hours of community service
- Civic engagement, community involvement & service projects



gogettersnl2019

► What is **AMPLIFY**?

AMPLIFY has the objective of providing employment and career and personal development opportunities for targeted youth who may have little work experience or face challenges in locating summer employment. AMPLIFY encourages opportunities for the participants to build networks and connect with peers.



EMPLOYMENT

Youth participants receive summer employment opportunities in their communities

- Flexible duration, between 25-35 hours per week for 5-8 weeks
- Jobs are varied, including recreation, tourism, arts, labour & administrative



CAREER AND PERSONAL DEVELOPMENT

Youth participants complete 25 hours of training as part of their paid employment period

- In-person sessions
- Regional gatherings
- Online training, webinars, teleconferences



AMPLIFY seeks to provide motivating,
perhaps life-changing moments.

► Who participates in **AMPLIFY**?



HOST ORGANIZATIONS

- Facilitate employment opportunities for youth
- Provide/coordinate career and personal development training for youth



EMPLOYERS

- Nonprofit organizations receive NL minimum wage and MERC
- Private businesses receive \$9 toward the hourly wage



YOUTH

- Youth aged 16-30 facing barriers to employment
- Some referred directly to program from government departments
- Others may be newcomers, persons with disabilities, etc.

Putting it all together

AMPLIFY is a success because of the supportive partnerships developed between its participants.



► The **AMPLIFY** process

STEP 1

Call for expressions
of interest for host
organizations

STEP 3

Pair youth
with selected
hosts

STEP 5

Deliver career and
personal
development learning

STEP 2

Meet with youth
referred to
AMPLIFY

STEP 4

Facilitate
employment for
youth

STEP 6

Collect feedback
from youth,
employers and hosts



► **AMPLIFY** introduces youth to the world of work

- **Diverse employment opportunities**

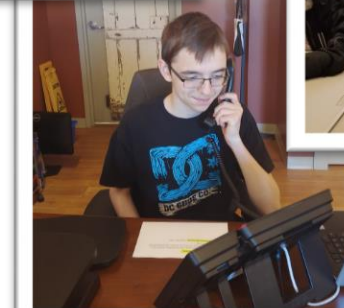
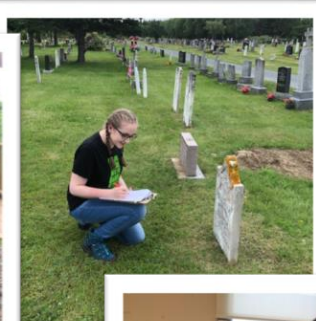
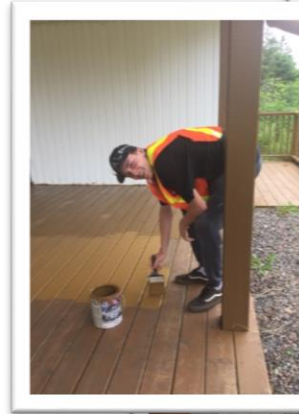
Youth participants have been involved in a wide variety of job types, including retail clerks, construction labourers, archival researchers, administrative assistants, summer camp counsellors & tourism guides.

- **Strong communication with CSC NL**

Youth participants are able to contact program staff with any questions or concerns about their employment and receive assistance by telephone, email or text message.

- **Flexibility**

Hosts, employers and CSC NL facilitate employment based on youth readiness & interests and employer need to improve the chances for participant success.



► **AMPLIFY** builds new skills and networks



► **CAREER & PERSONAL DEVELOPMENT**

- **In-person sessions**
Hosts and employers deliver training that has included cultural diversity, violence prevention, WHMIS, first aid, workplace safety, resume writing & interview skills.
- **Regional gatherings**
CSC NL brings youth participants together for full day events with sessions that have included communicating, self-awareness, motivation, financial literacy & mindfulness.
- **Online training, webinars, telephone sessions**
CSC NL provides development on topics that have included employer expectations, workplace manners, social media & customer service preparation (COSTI).

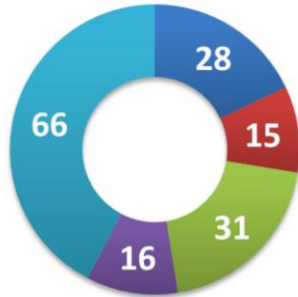
► **AMPLIFY** has a deep reach

2018

75 employers in 39 communities

58 nonprofit organizations + 17 private businesses

156 YOUTH CAME FROM 64 COMMUNITIES



Community Population

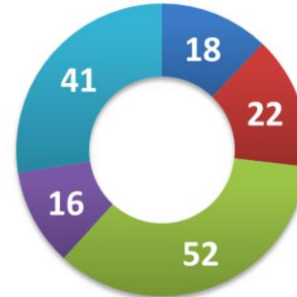
- Under 500
- Between 500 - 999
- Between 1,000 - 4,999
- Between 5,000 - 9,999
- Over 10,000

2019

79 employers in 45 communities

61 nonprofit organizations + 18 private businesses

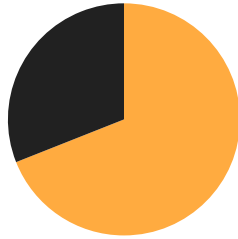
149 YOUTH CAME FROM 71 COMMUNITIES



Community Population

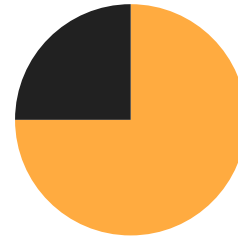
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► How does **AMPLIFY** impact youth?



OPPORTUNITY

In 2018, 69% of survey respondents felt they did not know or would not have found jobs without AMPLIFY.



EMPLOYABILITY

In 2018, 75% of survey respondents felt the career and personal development learning would help them find and work in future jobs.

"I liked my workplace. The staff was incredibly understanding, welcoming and co-operative. I felt like I belonged."

"I made a change in the world and put smiles on the children I took care of. It makes me feel good."

"Working here has been an important step in my life. This job has been an awesome learning experience for me. I can feel that I am more used to the lifestyle of Newfoundland and more confident communicating with the people here."



: This has truly benefitted
me, more than I could explain.

Really lit a fire in me.

This is why we believe in

AMPLIFY

Thanks!

Does anyone have any questions?

coreyweir@cscnl.ca

709-753-9860 or toll free 1-866-753-9860

<http://communitysector.nl.ca>

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