

2021 Community Advocates Guide

step up

**200 employers, thousands of
jobs, endless possibilities**

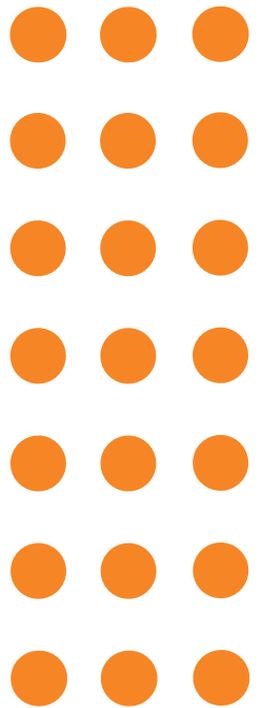
Step Up prepares Minneapolis youth for tomorrow's careers. One of the nation's leading youth employment programs, in a typical year Step Up recruits, trains and places nearly 1,400 young people (ages 14-21) in paid career opportunities with top employers. It's a backbone of support that unites businesses, schools, nonprofits and the city together in a common goal: to build and strengthen our future economy and the talented youth who will power it.

Through Step Up, youth can gain unique on-the-job training and earn a wage while working at businesses, public agencies or nonprofit organizations in the metro area. With a collective of partners spanning 15 industries and multiple sectors, Step Up is the largest and most enduring program of its kind in our region. In response to COVID-related limitations for young people and employers, in 2021 Step Up is offering paid in-person and virtual internships, and a new paid summer online career exploration program.

As community leaders, you play a critical role in informing youth of valuable experiences like Step Up to help them prepare for their future. With your partnership and support, we can equip young people to gain the confidence and skills they need for a successful future.



How to Help Youth Become Step Up Participants



1 PLAN

Identify staff and main contacts at your organization to support intern recruitment

- Schedule time to meet with Step Up staff to create a plan to encourage youth to apply.
- Determine your recruitment goals and strategies.
- Identify a main contact to help develop recruitment plans and activities.
- Identify the best opportunities to meet with students and help them with applications and resumes.

2 APPLICATION

The Step Up online application opens Monday, January 11 and closes Monday, February 15. Apply online at StepUpMpls.org.

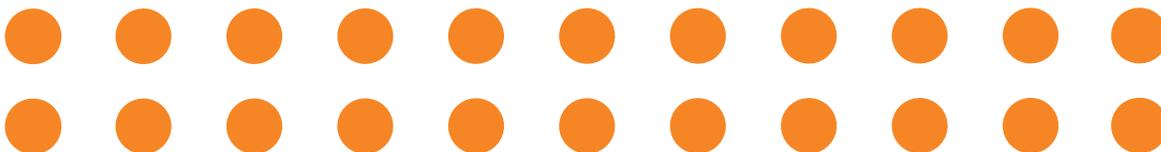
To be eligible, youth must:

- Have a home address in the city of Minneapolis
- Not be currently enrolled in college (PSEO is okay)
- Be eligible to work in the U.S. by June 1, 2021

AND one of the following must also apply:

- Meet family income guidelines
- Be a student with a disability
- Have an IEP or 504 plan
- Be an English Language Learner
- Be pregnant or parenting
- Be experiencing homelessness or high mobility
- Be involved in the foster care system
- Have been involved in the justice system

*For more info about eligibility,
visit StepUpMpls.org*



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WORK READINESS TRAINING

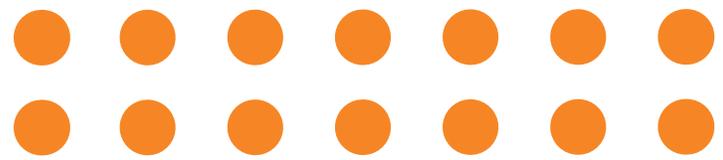
All applicants must complete Step Up Work Readiness Training to be eligible for paid summer opportunities. Our training is certified by the Minneapolis Regional Chamber and teaches young people the skills necessary to be successful in today's workplace, including:

- Resume building
- Job interviews
- Workplace expectations
- Professional dress
- Email and phone etiquette
- Communication
- Critical feedback
- Building relationships
- Networking
- Financial Literacy

High school participants who successfully complete training are also eligible to receive 0.5 elective academic credit.

Training Notification and Attendance

- Applicants should check their email the week of February 22 for their acceptance letter and training date(s).
- All Work Readiness Training will be online, and participants work at their own pace. Training must be completed in a designated two-week timeframe.
- All participants who successfully complete training and are not matched to an internship are eligible to participate in the paid online career exploration program.



4

THE SUMMER EXPERIENCE

In 2021, Step Up has two unique opportunities to help young people kick-start their careers: paid internships and a paid online career exploration program.

Internships provide either remote or in-person work opportunities with Twin Cities employers. Depending on age, interns will either work in settings that provide foundational work experience and intentional mentoring (Level 1), or offer a resume-building, career focused experience (Level 2).

- Level 1 interns (age 14-15) will earn \$12.15/hour
- Level 2 interns (age 16-21) will earn at least \$14.25/hour
- The official start date for internships is Monday, June 14.

The online career exploration program is for youth who do not work in an internship and wish to explore a diversity of career paths while gaining skills needed to secure future employment.

- Participants can earn up to \$600 during the 5-week program, which is completed online.
- High school participants who successfully complete the program are eligible to receive 0.5 elective academic credit.
- The program will begin in July.

Due to the pandemic, Step Up will have a limited number of internships in 2021. Even for those who complete additional preparation steps, internships are not guaranteed. All participants who are not matched to an internship will be invited to participate in the five-week online career exploration program.

Best Practices for Promoting Step Up and Helping Youth to Apply

- Support young people in applying for Step Up at www.StepUpMpls.org.
- Identify opportunities for the Step Up team to present to young people.
- Identify the best opportunities to meet with students and help them with their applications.
- Provide regular announcements about the Step Up application deadline, including where and how to apply.
- Feature information about Step Up and the publicize the application deadline in newsletters, social media, and your website.
- Share the Step Up youth recruitment video with staff and youth.
- Send emails to parents and youth about Step Up.
- Remind applicants to complete the entire application; only fully-completed applications will be considered.
- Identify other youth advocates who can promote Step Up to young people.

Step Up interns can explore careers in these fields

- Architecture*
- Arts, A/V & Technology
- Business Management and Administration
- Construction*
- Education and Training
- Finance*
- Government and Public Administration
- Health Science
- Human Services
- Information Technology
- Law, Public Safety and Security*
- Manufacturing*
- Marketing, Sales and Services*
- Outdoor, Recreation and Natural Resources
- STEM
- Tourism Services*
- Transportation, Logistics and Distribution*

*Only available to Level 2 interns

Ways to Support Students in Completing Step Up Work Readiness Training

- Request a list of young people who have been accepted to Step Up so you can send them reminders about training. Send your request to Theresa Stets at tstets@achievempls.org.
- Encourage students to watch for an email communication from Step Up the week of February 22.
- Remind students that if they fail to complete Work Readiness Training they will no longer be eligible for a paid Step Up experience in 2021.
- Encourage students to communicate with their trainer before and throughout the training period.

