



TEAM 13

RIVERS EAST

YOUTH ALLIANCE

Beaufort, Bertie, Hertford, Martin and Pitt Counties



OUR BACKGROUND

Our mission is to serve the opportunity youth in our region by helping them achieve prosperity for themselves and their communities.

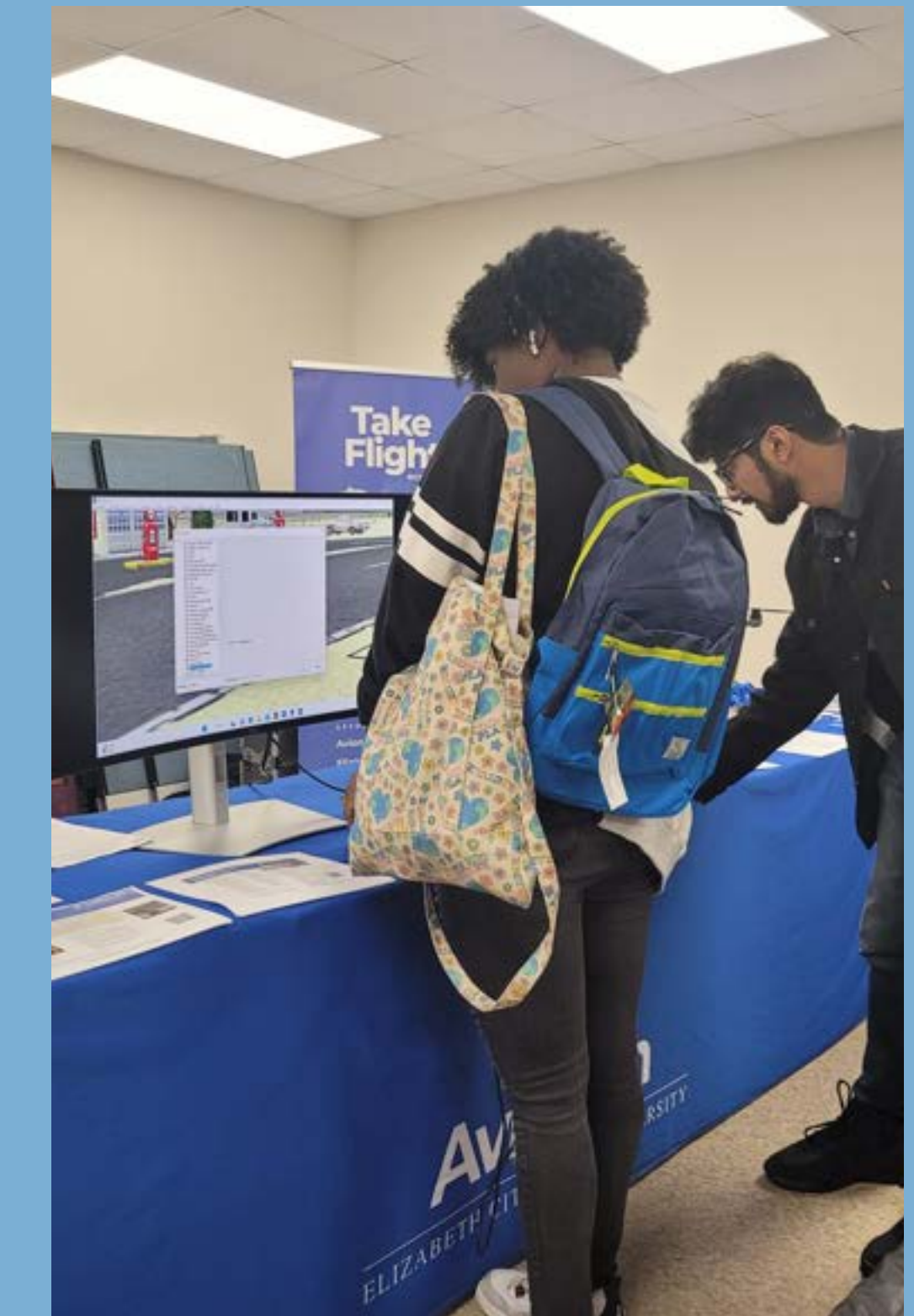
Our region is home to over 500 opportunity youth, but we continue to struggle to find them, engage them, and help them achieve training and employment goals.



OUR PROGRESS



We definitely learned so much about Outreach and how to tailor our message to our different audiences. Throughout our research (and some trial and error) we discovered ways that were effective in engaging young people and getting them to want to learn more about our services. We also grew in engaging our partners and employers and learned to listen to their input, advice, concerns, and needs. We learned that WORD of MOUTH is the best means of selling our programs, but getting people talking about us required a deliberate, structured approach to marketing and outreach.

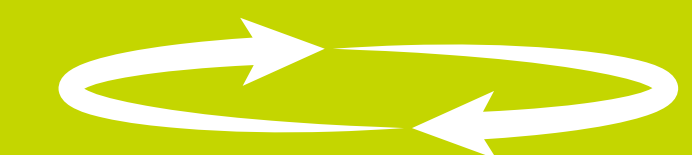


WHAT WE LEARNED

We learned that our employers are eager to partner with us but often do not know what we do or how we can help them!! We increased training and engagement opportunities for our staff. We hired a Business Services Representative to help us work with our local employers to provide them with better access to our Opportunity Youth and provide them with better-prepared employees. We increased our interactions with partners throughout our community and listened to their needs and concerns!



PLANS FOR SUSTAINABILITY



We look forward to expanding our participation and engagement with partners and agencies throughout our communities, improving partnerships that enable us to interact with each other and collaborate to recruit young people for our programs. Sharing our successes and interacting with organizations will be crucial in helping us to get the word out!! Word of mouth!!!

Our greatest strengths are our connection with our community and our commitment to improving the opportunities for our young people.

We need to continually evaluate our efforts and outcomes to address what works and what doesn't so that we can focus on the success and learn from the mistakes.