Youth Engagement Mastery: 7 Practical Concepts That Will Empower Your Work With Youth

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TODAY’S PRESENTERS

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Founder & CEO
Youth Era specializes in peer support for youth and young adults (in-house, co-located, or virtual) in center settings or virtually.

**Drops, Wraparound**
Youth Drop-In Centers for youth to receive peer support and gain skills. We also employ peers to support youth in Wraparound.

**Who is Youth Era?**

**Peer Support**
Youth Era specializes in peer support for youth and young adults (in-house, co-located, or virtual).

**TA + Training**
Train up other agencies to implement peers into their work. Provide consultation on a number of topics.

**Crisis Teams**
Youth peers work in crisis centers and on crisis teams to focus on suicide prevention and postvention nationwide.

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SOCIAL CAMOUFLAGE

- What do used cars salesmen expect about how a customer is going to perceive them?
- Can young people defend why they use your service?
- Have you told the story of your cause/program (i.e. leading with virtual reality vs crisis counselors)
BEYOND DIRECT TRAINING

- Curriculum design
- Trainings for communities to bring youth voice to the table
- Crisis response for critical incidents such as suicide, school violence, community violence
- Implementation of *Drop-In Center Model*
- Development, training, and supervision of youth peers
- Assessment of current program and services
- Marketing strategies for transition-aged youth
- Created first youth peer competencies
What if there was a free standalone tool to encompass over a decade’s worth of national youth engagement strategies?

Introducing: Youth Era’s Youth Engagement Map
YOUTH ENGAGEMENT MAP

This map is all about doing things different with youth. It provides different strategies to engage with youth and is intended to be used with Youth Era's Youth Outreach Compass.

EXIT 1A
HYPER-JACK
FOCUS on current youth culture to gain MASSIVE and IMMEDIATE credibility. Build hype around your company or services by utilizing influencers, prizes, and other incentives to engage youth in new and different ways. GAIN new opportunities—get young adults who would never walk through your door to take the first step. BOOST your engagement by tapping into another fan base and making it your own. Taco Bell does this by giving away codes to use in Call of Duty during the launch week of new games to boost their sales by introducing a dedicated fan base.

NOW YOU HAVE HYPE, and you can focus on what matters—serving youth!

EXIT 2B
YOUTH MOMENTUM
GAIN the power of youth voice. Get youth input in every aspect of what you offer to learn what youth want and need for your program to succeed. CREATE a longstanding movement, and provide future leaders with the tools to speak up and create POWERFUL CHANGE. Never stop ADAPTING with the times to meet the expressed needs of the youth you serve. Corporations know that youth voice isn’t just a talking point but an effective method of increasing consumer satisfaction. Nike does this by having concentrated product releases where youth are able to vote on a favorite design or color before they release the product to the greater public. By harnessing youth momentum you are holding the microphone for future generations to SPEAK into.

EXIT 3C
BRAND GUAGE
CHANGE EVERYTHING by updating how you view “marketing.” Go the extra mile to build a BRAND and image that is created in the HERE AND NOW to make lasting first impressions and establish youth buy-in. By being responsive to current and anticipated youth interests—whether it be the newest video game or the latest ways youth are communicating through social media—you can increase your REPUTATION and build a fan-base. The ultimate secret is creating an outer shell that is impressive with an inner core of well-developed programming. Starbucks did this through transforming how the world drank coffee by focusing on creating a culture around its brand and becoming a destination instead of a coffee pit stop. By taking the time to polish what you provide, you will SHINE in the eyes of those who serve!
This is the youth outreach compass, not the youth engagement map.
The map includes things like utilizing youth voice and engagement on social media.

**Youth Social Circle**
Is your outreach focused on reaching the top 5 friends in the youth’s social circle?

**Youth Gatekeepers**
Do teachers, therapists, etc., feel like your efforts will lead to better outcomes?

**Outcomes Driven**

**Public Perception**

**Stakeholders**
Is the outreach appropriate for your funders, supporters and other organizations?

**Parents / Guardians**
Will parents be confident of the safety and effectiveness of your program?

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PARENTS / GUARDIANS

Will parents be confident of the safety and effectiveness of your program?
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REST AREA

EXIT 1A

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EXIT 2B YOUTH MOMENTUM

YOUTH COUNCIL 6PM

SOURDOUGH EFFECT
EXIT 2B  YOUTH MOMENTUM

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COMpletely FREE!

MONDAY - FRIDAY | 3 PM TO 6 PM
11097 SE 21ST AVE, MILWAKUEE, OR 97222

COMPUTER LAB | VIRTUAL REALITY | SNACKS
PEER SUPPORT | LEADERSHIP GROUP | AGES 14-25

FOR MORE INFORMATION CALL OR TEXT
MIA PROHASKA 503.314.9307
WWW.YOUTHERA.ORG

IT HELPED ME FEEL LESS HOPELESS, AND THINGS GOT BETTER...

JOIN ERA AND BECOME A LEADER IN YOUR COMMUNITY

ERA is a 21-week leadership program for youth ages 14-21. This program will prepare you to advocate positive change, overcome life’s challenges, and lead under pressure.

WHERE
The Clackamas Drop
11097 SE 21st Avenue Milwaukie, Oregon 97222

WHEN
Starts Thursday July 20th, 2018 | 4pm-6pm

ENROLL
Visit www.youthera.org to Enroll. Deadline for Enrollment is July 13th.

FOR MORE INFORMATION
Call or email: Cassia Wester 503.936.2237
cassia@youthera.org
THANKS!

Any questions?
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mprohaska@youthera.org