

AMPLIFY

Assisting My Potential — Labour Initiative for Youth

The Community Sector Council of Newfoundland and Labrador, in partnership with the Government of Newfoundland and Labrador, Department of Advanced Education, Skills and Labour, piloted a new summer employment and career skills development project for youth across the province. Host organizations were contracted to assist with delivery.



“I did not like that we had to shake hands with people and look them in the eye. But shaking hands and looking people in the eye was the most helpful part of the day.”

Personal Growth

JOBS and CAREER DEVELOPMENT

A signature piece of the AMPLIFY Program involved integrating on-the-job experience with personal growth opportunities, practical skills, encouragement and inspiration.

JOBS

Youth worked as

- ◆ Theater Performers
- ◆ Trail Groomers
- ◆ Slipway Monitors
- ◆ Grocery Clerks
- ◆ Camp Counsellors
- ◆ Carpenter Assistants
- ◆ Event Coordinators
- ◆ Heritage and Tourism Guides

CAREER DEVELOPMENT

Host Organizations offered

- ◆ Career Planning and Exploration
- ◆ Workplace Bullying and Respect
- ◆ Cultural Diversity
- ◆ First Aid and Safety Training
- ◆ Entrepreneurship

CSC NL delivered “Bring It” regional events in Plum Point, Flat Bay, Gander, Clarenville and St. John’s

- ◆ Making a great impression
- ◆ How volunteering can help you
- ◆ Networking and communication
- ◆ Know what you want and go after it

Online Self-Management Course, to build self-confidence and self-management skills

- ◆ Tips about job interviews
- ◆ Sharing ideas, resources and opportunities
- ◆ Creating your own plan for success

Teleconferences and a webinar covered

- ◆ Employer Expectations
- ◆ Workplace Manners Matter
- ◆ Adding AMPLIFY to Your Resume

Knowledge · Ability · Character · Confidence

In Their Own Words

Hearing their stories underscores how government employment programs can change young lives!

“This is a deadly experience for youth to get used to working. Love to do it next year.”

“Found a job for myself and earning my own money and appreciating the stuff I buy more, making my Dad proud. Making myself feel good by getting out and doing something for myself.”

“...getting up at 7:30 every morning Monday to Friday, going out and working around the town, spending time with coworkers and mainly getting the idea of what life will be like when you get out there...”



“The career development was a great part of this job, I’ve learned so much that will help me in the future.”

“Career development was a great component, everyone benefited.”

PARTNERS

Hosts organizations and individual employers came onboard to facilitate employment and in-house career development.

- 27 hosts in 20 communities
- 23 individual employers recruited directly in 18 communities

AMPLIFY MOMENTS

"Knowing that somebody believes in me."

"Getting my first pay cheque."

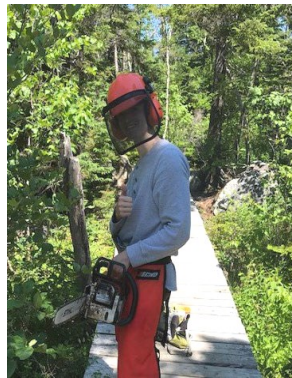


"Meeting all the great people at my job."

"I am leaving today a different person."

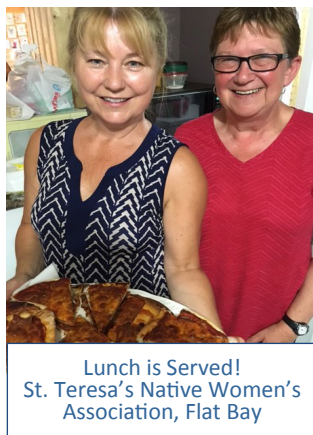


"Working at the Annual Powwow... we learned the true meaning of unity and the importance of giving back to your community and culture."



"This was amazing, definitely a confidence booster."

"I remember how I made the audience feel when they came to our performances. I am lucky to be able to share the joy of music with others in my community."



Lunch is Served!
St. Teresa's Native Women's Association, Flat Bay

"I discovered more potential than I knew I had but never bothered to use or try."

"It was very inspiring. Helped me to figure out who I am, what I want to do and the confidence to get there."

"I feel more confident and able to talk to people better."

What Employers Told Us

"Awesome, awesome, awesome program... community partners are coming to me saying can you consider me for next year's program."

"Thanks so much for this opportunity, we enjoyed every aspect of this program and hope to participate again."

"We would like to extend our gratitude to your program for giving us the opportunity to hire a wonderful young lady who most certainly enhanced our team here at the museum."

"Thanks again for all the great work in delivering a great summer student program."

"...we LOVED this program."

"I noticed a benefit to 'X', build her self-esteem, her performance strengthened as she went along."

EMPLOYERS

76 Employers in 42 Communities

- 55 Nonprofit Organizations
- 21 Private Businesses

What Youth Told Us

"I will never forget the amazing opportunities and experiences that I gained through working at a women's centre. I learned that I would love to work in this type of environment..."

"It definitely helped with my communication skills and gave me an experience I'll never forget. Since I worked at a tourist attraction I met so many people from all over the world, it was great!"

"I loved it!"

YOUTH

152 participants from 65 Communities

- 61% with under 5000 population
- 28% with under 1000 population

127 were between 15 - 19 years of age