
SNIPPET

Youth Redesign “Cool” Youth Resource Website

Youth Council: The Teen Employment Network, the Youth Council for the Carson, Lomita, Torrance Investment Network Board

Element: Youth Leadership

Function: Convening Local Leadership to Take Action

Subject: Youth Involvement

The Challenge: The Teen Employment Network (TEN), the Youth Council for the Carson/Lomita/Torrance Investment Network Board, has articulated a vision for its work: “Every young person shall have access to the resources needed to successfully transition into a productive and meaningful working adulthood.” Their mission, therefore, is to “establish a collaborative network for local organizations and educational institutions that supports the well being of youth, promotes lifelong learning, and offers opportunities for young people to conduct wide-ranging explorations of career and educational options.” The Youth Council members thought that creating a web site with links to resources for youth would be a powerful way to create the network they envisioned.

At first, the web site was designed by the adult members of TEN. Later, it occurred to these members that they had not worked with any youth on the project, so they decided to get youth input. Unanimous feedback from the youth indicated that the site was not one that young people would find “cool.”

The Practice and Evidence: The TEN members decided they needed more youth input. As a result, the web site redesign and maintenance are now the responsibility of the TEN Marketing Committee, chaired by two youth. The web site content is reviewed by the TEN prior to posting.

The youth resource web site has a link to the Workforce Investment Network (WIN) web site that organizes youth information in an easy-to-use format. The web site walks youth through the information categories and links to career centers, jobs, college information, and youth resources, enabling the TEN and WIN to highlight selected services.

The Details: Initially, the site was funded by a portion of a program grant. Maintenance of the site is possible by leveraging funds from the WIN marketing budget, and by including a request for web support into each grant proposal that is written.

(continued)



Where to Go for More Information

The Teen Employment Network, the Youth Council for the Carson, Lomita, Torrance Investment Network Board

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Tool

Program information, links and resources available at:
http://www.careerzone.torrnet.com/youth_programs/defyouthres.htm