

⇒ **FOR IMMEDIATE RELEASE**

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*Imagine What You Can Be in Pittsburgh:
A Youth Workforce Development Week
April 23 - April 28, 2007*

Media Advisory

Although most of the events described in this release are by invitation only, media contacts are invited and encouraged to attend these events. "Shadow" event participants at most events throughout the week!

A collaborative effort of:

- ♦ Three Rivers Workforce Investment Board;
- ♦ Mon Valley Education Consortium;
- ♦ Smart Futures;
- ♦ Urban Youth Action; and
- ♦ YouthWorks

~April 9, 2007, Pittsburgh, PA --- April 23 - April 28, 2007 is "Imagine What You Can Be in Pittsburgh: A Youth Workforce Development Week" and is about young people finding their passion, skills, and abilities in the world of work. A series of events is planned that will focus on several aspects of preparing the workforce to support regional growth. The week will:

- ♦ Highlight the achievements of youth learning about the workplace;
- ♦ Recognize pioneering employers eager to explore new approaches to educate students, and;
- ♦ Applaud inventive schools/teachers/educators and organizations that have taken students on an adventure in learning in the workplace.

↪ Please refer to the At-a-Glance page that summarizes all events including event locations - page 7.

This initiative was funded in part by the Regional Career Education Partnership Grant from the Pennsylvania Department of Labor and Industry.

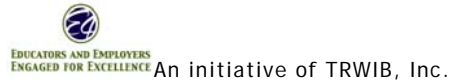
What is it? How did it come about?

It is the culmination of a year-long partnership convened by the Three Rivers Workforce Investment Board, TRWIB, to bring together youth serving organizations, schools and employers to improve career education and opportunities in Allegheny County. It is also the start of a long-term initiative to support youth in workplace activities and increase visibility of participating employers in southwestern Pennsylvania

Included in this media advisory are: an At-a-glance summary of the events scheduled for the week (page 7); contact information for each of the participating organizations (pages 5-6)

Overview of Events

1. Monday April 23, 2007: TRWIB/E4 Advancing Career Education Recognition Event



The kick-off for the week-long celebration will be the Educators and Employers Engaged for Excellence, E4, breakfast event. E4 is an initiative of the Three Rivers Workforce Investment Board, TRWIB, Inc. (*Invitation only event*)

The TRWIB will host a breakfast on:
Monday, April 23, 2007
International Brotherhood of
Electrical Workers Local Union No. 5
5 Hot Metal Street
Pittsburgh, PA 15203
8:00 am - 10: 00 am

Guest Speaker: Representative Jason Altmire
The 4th District of Pennsylvania

Career education is recognized as a crucial element in the curriculum of students *and* a significant ingredient in the economic growth of the region. The TRWIB/E4 Advancing Career Education awards recognize schools, youth-serving agencies and employers who have distinguished themselves in the career education field. The event will showcase progress made during the past year to help students build job-ready skills, explore careers, connect with mentors and become familiar with employers in the region.

2. Tuesday - Wednesday, April 24- April 25, 2007: Mon Valley Education Consortium's The Future is Mine (TFIM)

The Future is Mine (TFIM) will host the 7th Annual Student Leadership Conference (*Invitation only event*).

Mon Valley Education Consortium's TFIM will sponsor a student leadership conference:

Tuesday and Wednesday, April 24 and 25, 2007
Pittsburgh Marriott City Center Hotel
112 Washington Place Pittsburgh, PA 15219
Tuesday: Events begin at 10:30 am
Wednesday: Events begin at 8:00 am

Guest Speaker: Bill Flanagan, Executive Vice President,
Corporate Relations (April 24, 2007)
The Allegheny Conference on Community Development

The Future is Mine (TFIM) will host the 7th Annual Student Leadership Conference. About 300 high school students from western Pennsylvania will participate in career awareness and exploration activities designed to help them move closer to answering the perennial question, "What do I want to do with the rest of my life?" Students representing all corners of the region participate - as members of their high school TFIM Student Project teams - in career exploration, peer collaboration, sharing of best practices, and a display of interactive projects created by the TFIM Teams throughout the school year. The conference also lays the groundwork for next year's school program, provides opportunities for cross-district networking, encourages leadership development, and introduces students to the career possibilities in the region.

Overview of Events

3 Wednesday, April 25, 2007: Three Rivers Workforce Investment Board (TRWIB) and Smart Futures eMentor and eMentee Event

TRWIB and Smart Futures will host a pre-Pirates-game picnic where eMentors and eMentees can meet face to face (*Invitation only event*).

Wednesday April 25, 2007

PNC Park, North Shore - Picnic Grounds ([Please contact the TRWIB for location](#))

5:30 pm - 6:30 pm

The eMentor and eMentee event will celebrate the success of the past year and recognize those who have made it possible; it will also provide a venue for cyber mentors and mentees to meet face to face.

Note: Mon Valley Education Consortium's The Future is Mine (TFIM) continues for a 2nd day at the Pittsburgh Marriott City Center Hotel. Events begin at 8:00 am.

4 Thursday, April 26, 2007: Three Rivers Workforce Investment Board (TRWIB), Pittsburgh Public Schools (PPS) and Cisco Systems, Inc.

In partnership with the Pittsburgh Public Schools and Cisco Systems, Inc., the TRWIB will host an IT Competition for Cisco Academy students (Invitation only event).

Thursday, April 26, 2007

Reizenstein School

129 Denniston Avenue

Pittsburgh 15206

7:45 am - 2:30 pm

This event will showcase the advanced IT skills students have mastered through the Cisco Academy Program. Registration and Continental Breakfast begins at 7:45 am. The event concludes with an awards presentation and runs until 2:30 pm

Overview of Events

5. **Friday, April 27, 2007: Youthworks 2nd Annual Youth Workforce Development Conference Co-presented by YouthWorks, Inc. and Urban Youth Action.**

**YouthWorks and Urban Youth Action will host a Conference.
Omni William Penn Hotel in Downtown Pittsburgh
7:30 am to 4:30 pm**

YouthWorks and Urban Youth Action "2nd Annual Youth Workforce Development Conference"
(Invitation only event).

Two nationally recognized speakers:

Edward DeJesus, President and Founder of Youth Development and Research Fund, Inc., returns to kick-off the conference with a discussion of strategies for success.

Heather Weiss, Ed.D., Founder and Director of Harvard Family Research Project, presents the keynote presentation on complementary learning.

The Conference brings together 300 educators, youth workforce development professionals, nonprofit leaders, private sector partners and youth to explore ways to leverage resources for tomorrow's workforce. Workshops and speakers create a forum for sharing the most current thinking and strategies to prepare today's youth for tomorrow's careers.

Saturday, April 28 10:00 am - 1:00 pm - 2nd Day Program

YouthLINK, YouthWorks and Urban Youth Action "Youth Career Fair"*

Young job seekers will have an opportunity to talk with hiring employers and apply for jobs on the spot. Representatives from colleges, universities and nonprofit service organizations will be on hand to offer guidance for career paths.

*Generously supported by the Richard King Mellon Foundation and the Grable Foundation.

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Sponsoring Organizations



**EDUCATORS AND EMPLOYERS
ENGAGED FOR EXCELLENCE**

An initiative of the Three Rivers Workforce Investment Board, Inc.

The Three Rivers Workforce Investment Board is an employer-driven, public entity serving Allegheny County and the city of Pittsburgh. Board members, appointed by the Allegheny County Chief Executive and Mayor of Pittsburgh, represent a mix of organizations in the public and private sector. Visit us at www.trwib.org.

Contact: Margie Lubet

Manager, Communications

Three Rivers Workforce Investment Board; 425 Sixth Avenue; Regional Enterprise Tower

Pittsburgh, PA 15219

Ph: 412.552.7089; email: mlubet@trwib.org



Mon
Valley
Education
Consortium



The Mon Valley Education Consortium (MVEC) is a non-profit, community-based Local Education Fund (LEF) focused on ensuring that every child, in every community, receives a high-quality public education. The Consortium is a unique third-party convener, broker and catalyst dedicated to making a difference in the lives of all children and their communities. Today, the Consortium's major initiatives are Public School Excellence, Literacy for Life and The Future Is Mine. The organization works with more than 100 schools, 55,000-plus students in grades K-12, some 7,000 public school employees, and 122 communities. Visit us at www.mvec.org.

Holly M. McGraw

Project Coordinator, The Future Is Mine

Mon Valley Education Consortium

Ph: 412.678.9215; email: hmcgraw@mvec.org

Smart Futures

Smart Futures serves Pennsylvania by providing innovative career development resources to the education and training community. *The end result:* educational programs that are aligned with the requirements of Pennsylvania's increasingly demanding 21st century workplace. Using an exploratory process, Smart Futures strives to recognize career readiness requirements in the state; integrates best practices and tools to create innovative program packages that can be delivered statewide; and supplies the technical assistance and training needed to implement programs in communities served. SmartFutures works with workforce investment boards and educational intermediate units. Visit us at www.smartfutures.org.

Johanna L. Guarino, Education Program Coordinator

Smart Futures; 401 Wood Street, Suite 1400

Pittsburgh, PA 15222

412.288.3900 x240; 412.281.3335 fax

jguarino@smartfutures.org

Sponsoring Organizations



Urban Youth Action, Inc. is a youth education and development program. UYA emphasizes the importance of education, employment readiness, and community service. Through a series of educational sessions, internship placements (work experience), and enrichment activities appropriate to the student's progression through the program, UYA provides job search and job readiness preparation, provides tutoring free to students during the school year and provides SAT test preparation classes for a nominal fee. Visit us at www.urbanyouthaction.org/

Urban Youth Action, Inc.
Karris Jackson, President & CEO
412.391.7807 kjackson@urbanyouthaction.org



YouthWorks, Inc. is a key advocate in the Greater Pittsburgh region for the employment and training needs of low-income, at-risk youth. Since it's founding in 1994, YouthWorks has served 18,000 youth and serves 1,000 youth each year, providing them with critical career building experiences such as employment, job readiness training, job shadowing, career development workshops, and job tours. YouthWorks funds community based organizations to hire youth and provides training and professional development for youth serving agencies. Visit us at www.youthworksinc.org

YouthWorks, Inc.: Dara Ware Allen, Executive Director 412.281.6629;
dwallen@youthworksinc.org

YouthLINK

In December 2003, Goodwill Industries of Pittsburgh was awarded the YouthLINK project from the city of Pittsburgh. YouthLINK's services expanded and another location was opened at the East Side Neighborhood Employment Center. YouthLINK's success is built on a collaborative model that fosters incomparable service supported by local service providers and the local PA CareerLink system. YouthLINK staff help youth, ages 14-21, access employment, education, and career opportunities using the PA CareerLink system. Visit us at: www.youthlinkpittsburgh.com.
Goodwill CareerLink Community Center

2600 E. Carson Street
Pittsburgh, PA 15203

(412) 390-2441
youthlink@goodwillpitt.org

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At-a-glance

The Event Path: Although the events described below are by invitation only, media contacts are invited and encouraged to attend all events throughout the week and trace the path of the emerging workforce.

1. Monday, April 23, 2007 - IBEW No.5; 5 Hot Metal Street; Pittsburgh, PA 15203

TRWIB E4 Advancing Career Education Recognition Event → Begins: 8:00 am

- This event will recognize key partners and highlight best practices in career education to an audience of educators, service providers, employers, and policy makers. **Special guest speaker: Representative Jason Altmire, The 4th District of Pennsylvania.**

2. Tuesday, April 24, 2007 - Pittsburgh Marriott City Center - 2 Day Event

Mon Valley Education Consortium's The Future Is Mine → Begins: 10:30 am

- An annual event celebrating the experiences of about 300 high school students' career awareness experiences. **Guest Speaker: Bill Flanagan, Executive Vice President, Corporate Relations, The Allegheny Conference on Community Development**

3. Wednesday, April 25, 2007 - PNC Park

TRWIB and Smart Future's E-Mentor/E-Mentee Celebration → Begins: 5:30 pm

- The opportunity for e-Mentors and e-Mentees to meet each other in person at a pre-Pirates-Game picnic at PNC Park. **(Please contact the TRWIB for location.)**

Pittsburgh Marriott City Center - 2nd Day

Mon Valley Education Consortium's The Future Is Mine - 2nd day → Begins: 8:00 am

4. Thursday, April 26, 2007 - Reizenstein School

TRWIB/PPS/Cisco Systems: Student IT Competition → Begins: 7:45 am

- This event showcases the advanced IT skills that students have mastered via the Cisco Academy Program

5. Friday, April 27, 2007 - Omni William Penn Hotel, Downtown Pittsburgh

YouthWorks and Urban Youth Action "Youth Workforce Development Conference" → Begins: 7:30 am

- Second annual conference highlighting best practices in youth workforce development, with an audience of youth-serving professionals, youth, employers, and educators. Two nationally recognized speakers on youth development will give presentations. **Edward DeJesus, President and Founder of Youth Development and Research Fund, Inc. and Heather Weiss, Ed.D., Founder and Director of Harvard Family Research Project**

Saturday, April 28, 2007- Omni William Penn Hotel, Downtown Pittsburgh - 2nd Day

YouthWorks and Urban Youth Action "Youth Workforce Development Conference" - 2nd day → Begins: 10:00 am

- The second day will include a job fair and career readiness activities.

Coinciding with Imagine What You Can Be in Pittsburgh: A Youth Workforce Development Week → Thursday, April 26 is Take Your Child to Work Day a national day of youth visiting the workplace