

Creating an Enabling Environment for Opportunity Youth

September 26, 2018



Having young people out of school and out of work is the most important issue we need to address.

– *Mark Hoplamazian, Hyatt CEO,
Fortune Global Forum,
December 2017*

*To care for people so
they can be their best.*

THE CHALLENGE

- According to the *International Labour Organization*, more than two in every five young people in today's workforce are unemployed or are working but poor.
- *100,000 Opportunities Initiatives* estimates that in the United States alone, there are 4.9 million Opportunity Youth.
- Young people under the age of 25 are less likely to find work than adults. The global youth unemployment rate stands at 13%, which is three times higher than the figure for adults, which is 4.3% (*Source: ILO*).

THE OPPORTUNITY

Investing in disadvantaged youth and building the diverse workforce of tomorrow

- The Travel and Tourism industry creates 1 in every 10 jobs, and hospitality is an industry where people can truly rise out of entry-level roles and build meaningful, life-long careers.
- Creating awareness of the types of jobs available in the hospitality industry and the potential for fulfilling life-long careers is a key strategy for breaking down barriers to employment for Opportunity Youth.
- Through partnerships spanning local, national and international community-based organizations, Hyatt has provided training for thousands of people and created employment opportunities that have altered the trajectory of young peoples' lives.
- We plan to scale our impact globally to make youth aware of the opportunities at Hyatt and in the hospitality industry overall.

OUR APPROACH

Addressing youth unemployment is our signature philanthropic cause

- Invest in organizations that will help us to achieve our goal of up-skilling and hiring underserved youth.
- Identify the right CBO partners to develop the appropriate recruiting channels.
- Leverage technology and local hotel partnerships to gain access to the population we are targeting.
- Develop tools and resources to support our community partners, hotels and the youth we hire.
- Align company giving and support with the signature cause – fully engage leaders and colleagues across the company with this effort.

OUR PILOT LOCATIONS

- Brazil
 - Rio de Janeiro
- Cambodia
 - Siem Reap
- India
 - Delhi
 - Mumbai
- Jordan
 - Amman
- UK
 - London
- US
 - Washington, DC
 - Chicago
 - LA
 - Baltimore
- Vietnam
 - Saigon

WHAT WE ARE LEARNING

- It is important to get the candidate screening and interviewing process right.
- Improving retention requires:
 - Providing a realistic job preview to candidates
 - Training for managers
 - Training youth for transitioning to a worker mindset
- Must set clear expectations for partners and make sure they understand our hotels and hospitality industry, our standard for service, entry-level roles & daily responsibilities.
- There is no single, one-size-fits all, solution. CBOs offer a variety of training models from short professional skills “boot camps” to year-long training programs that include a long work-based experience (i.e., internship, apprenticeship).
- Standard vetting criteria is needed for selecting partners.

REQUIREMENTS FOR SUCCESS

- *Dedicated Resources.* For program development, implementation and ongoing operations.
- *Partnership Management.* Depending on the number of markets identified for hiring youth, will have multiple CBO partners.
- *Training and Support.* Our hotels, partners and the youth hired all require different levels and types of support to be successful. Costs go beyond funding programs.
- *Communications.* An ongoing focus to share stories and results that energize the company and community.
- *Data Strategy and Reporting.* Identifying and tracking the right metrics – youth identified, youth hired, movement/career progression, retention, etc.
- *Mentoring & Transition Services.* Identifying partner organizations with the capacity to support the youth hired increases retention.

PARTNERSHIPS

To help generate awareness and provide on-the-job training experience, we work with community-based organizations to create a path to employment.

- **Youth Career Initiatives:** A partner since 2008 and 28 percent of the program participants have either gained employment at Hyatt.
- **American Hotel & Lodging Association + Grads of Life Pilot:** Some of our U.S. hotels are participating in this pilot to help us learn more about what is required to remove barriers to entry for Opportunity Youth looking to pursue a career in hospitality.
- **Hands On Education:** We have worked with this organization since 1998 to provide job training and job placement for individuals with physical or intellectual disabilities.
- **Chicago Organizations:** In our hometown, we work with organizations like *Skills for Chicagoland's Future*, *Urban Alliance*, *Obama Youth Jobs Corps* and *Year Up Chicago*.
- **International Organizations:** In addition to YCI, we work with a number of CBOs outside of the U.S. such as *EKBOG*, *Streets International* and *Associacao Projecto Roda Viva*.

We are committed to
creating needed
employment opportunities
for members of our
communities, **particularly**
for disconnected or
Opportunity Youth.

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