

PARTNERSHIP FOR THE FUTURE

A stylized logo in gold and blue. It features a gold circle representing a head, with two curved lines representing arms reaching upwards and to the right. At the end of the upper arm is a gold five-pointed star. The logo is positioned to the right of the main text.

Presented by:

Charleita M. Richardson, President & CEO

January 19, 2017

Agenda

- Brief Organizational History

Students

- Who are the PFF Students
- Preparing Students through Training

Businesses

- Setting the Stage for Partners
- Developing the Relationships
- Preparing the Businesses through Training

The Internship

- The Matching Process
- The Internships

Other Incentives

Program History

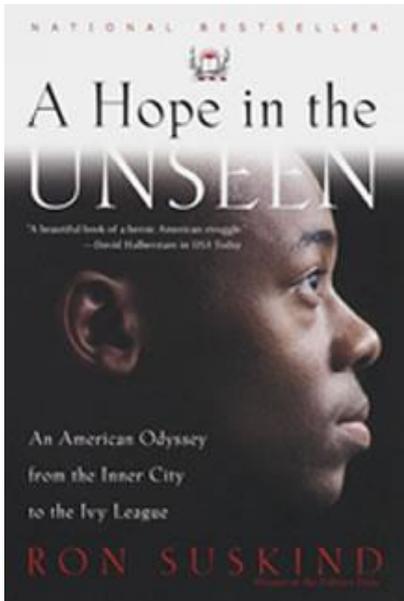
❖ Began as a vision of Alan Kirshner, CEO of Markel Corporation in 1994

- Wall Street Journal Article on Cedric Jennings

❖ Started with 3 primary business sponsors and 12 students

- We currently average 200 students each year
- Over 70 business sponsors

❖ PFF's Mission: To provide high-potential high school students from challenging circumstances in the metro-Richmond area with tools and experiences necessary to attain a college degree.



PFF takes students with potential and prepare them for opportunities!

PFF Takes Potential...



First we change lives.
Then we change the future.

- **PFF Requirements for Application to the PFF:**
 - Be a Freshman at a partner high school located within metro Richmond
 - Minimum 3.0 GPA



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The Students

PFF Takes Potential...



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- **Pre-Screening is Completed by PFF First**
 - **Multiple Essays Submitted by the Applicant**



– **Panel Interview**

- Includes a current PFF student, a staff member, and board member/PFF parent

...and Prepares them for Opportunity....

The Training...Before the Internship

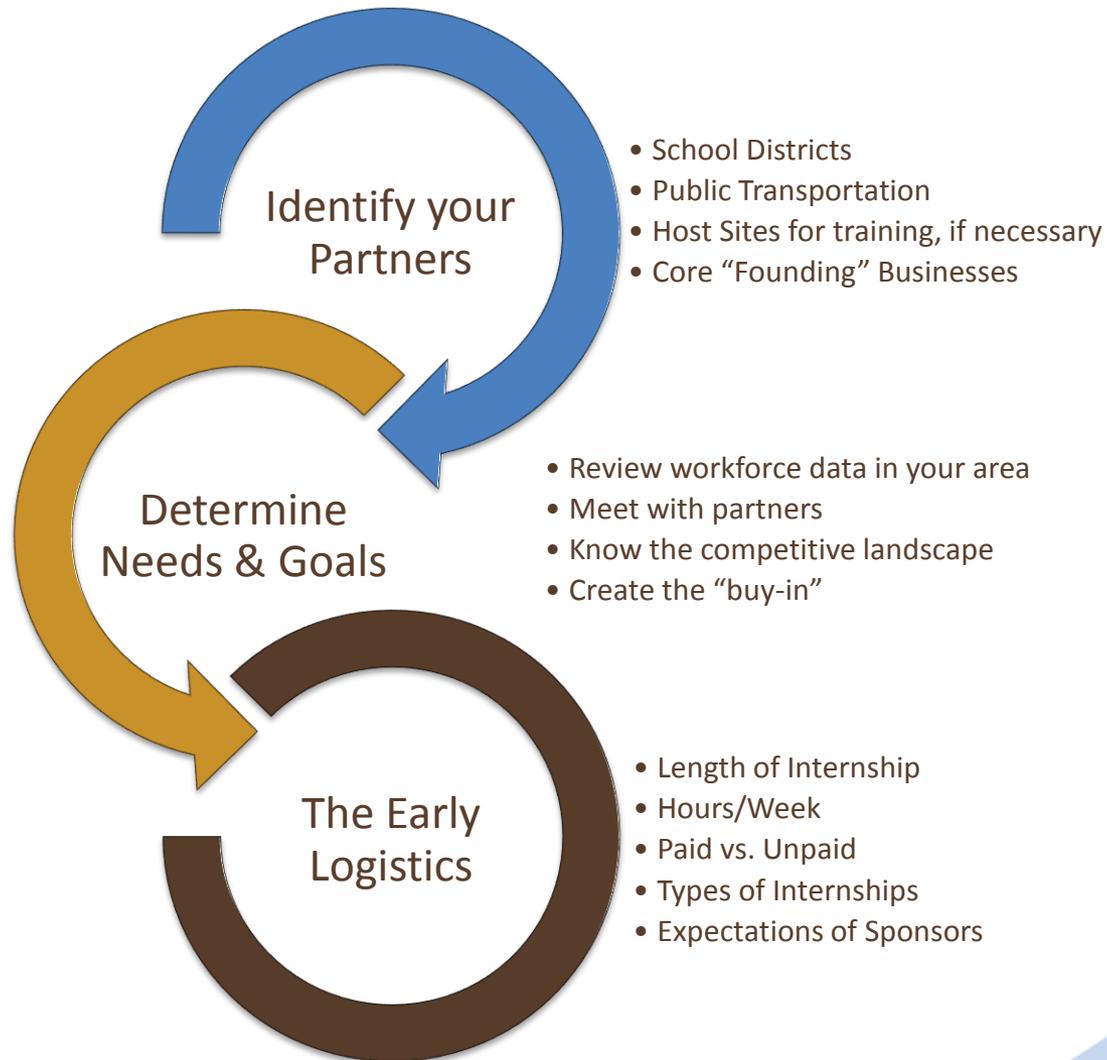
- Every student is trained for one full year before placement
 - The *PFF Institute* features a Series of Workshops (First Summer)
 - Focus Area: The “Soft Skills”
 - Weekly Friday Sessions in the Summer
 - Focus Area: The Workforce “Hard Skills”
 - Mandatory Community Service Hours the First Summer
 - Minimum 24 hours required
 - Required Summer Reading & Book Report
 - Focus Area: Making Sound Decisions
 - During the School Year
 - Focus Area: Life Plans, Goal Setting, & Communication



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The Businesses

The Early Stages



Paid vs. Unpaid Internships

Paid forces us to think of the following:

- Who will handle payroll?
- How much do you pay each intern?
- Timesheet Reporting
- Tax papers

Paid Internships:

- Help students save for college
- Creates a sense of importance for sponsors
- Builds confidence & responsibility

Unpaid Internships

- May be more readily available
- Could limit a company's perspective on a student's ability
- Result in higher student turnover
- May lead to feeling less valued



Developing the Relationships

Promoting the internships is key to receiving business support

Connect with:

- **Board/Volunteer Relationships**
- **SHRM**
- **Local Chamber of Commerce**
- **Rotary & Kiwanis Clubs**
- **Media Outlets**
- **Cohort of Not-for-Profit Directors**
- **“Management Roundtables”**

The Real “ROI”

It's not just about the “common good”

It's really about **WORKFORCE DEVELOPMENT!**

And other benefits:

- Provide additional staff support, especially during critical times
- Pre-screened, knowledgeable candidates
- Preparing & teaching the necessary skill sets
- New ideas & potential
- Find future college interns

The Support

Before the start of the internship:

- **Train your sponsors**
 - Discuss logistics (i.e. transportation)
 - Provide a calendar of important dates
 - Offer ideas of how to fill “down-time” for students
 - Review Generational Differences in the Workplace
 - Invite businesses to share ideas





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The Internship

The Matching Process

Know your Sponsors

- Have the companies complete a placement and company culture form.

PARTNERSHIP FOR THE FUTURE	
BUSINESS SPONSOR INFORMATION FORM (NEW STUDENTS)	
CONTACT INFORMATION	
Company Name (as it should appear on promotional materials):	
PFF Coordinator: The main contact for all things PFF. This person will disseminate information/forms to people in their company.	
Name:	Email:
Phone:	Fax:
Mailing Address:	Physical Address:
City, State, Zip	City, State, Zip
Contact for Attendance: This person would be the contact if there are any questions regarding the attendance of the student(s). This person should be someone who we may reach by phone before 10 AM during the PFF summer session.	
Name:	Email:
Phone:	Fax:
Mailing Address:	Physical Address:
City, State, Zip	City, State, Zip
ORGANIZATION'S CULTURE	
To assist with the matching process, we've had all new PFF students complete a version of a personality type indicator. In order to best match students with your organization, we ask that you choose the one option in each row that best describes your organization's culture or what you look for in a PFF intern. While we know that many organizations can appreciate to some degree all of the qualities below, and that everyone uses both sides of the scale, one is often preferred and more prevalent. Please honestly indicate which one in each row is the best fit for your organization.	
Check one box in each horizontal row :	
How would your organization prefer a PFF intern to concentrate his/her attention?	
<input type="checkbox"/> likes variety, action	OR <input type="checkbox"/> likes quiet for concentration
<input type="checkbox"/> likes to have people around	OR <input type="checkbox"/> may prefer to be alone
<input type="checkbox"/> enjoys many different relationships	OR <input type="checkbox"/> needs few close relationships
<input type="checkbox"/> energized by what goes on in the outside world	OR <input type="checkbox"/> energized by what goes on in the inner world
<input type="checkbox"/> often acts quickly	OR <input type="checkbox"/> prefers to think before acting
<input type="checkbox"/> communicates more by talking than by writing	OR <input type="checkbox"/> most comfortable when working quietly "inside"
<input type="checkbox"/> needs to experience world to understand it	OR <input type="checkbox"/> likes to understand the world before experiencing it

The Matching Process

- Don't limit your matching to only the students' "presumed" interests
- Think outside the box with placements
- Consider everything that you learned from the sponsors
 - The types of projects
 - The company's culture (i.e. outgoing, laid back, etc.)
 - The size of the company
- Don't be afraid to ask the hard questions
- Allow for interviews, if requested

The Support

Before the start of the internship:

- **Prepare/Remind your students & parents**
 - Set realistic internship goals
 - Review expectations & topics learned over the year
 - Timeliness
 - Use of cell phones at the internship
 - Computer Usage
- **Arrange a “Meet & Greet”**
 - Invite interns, parents, and sponsors
 - Sets the expectations early for open communication between all parties
 - Builds the excitement

The Support

During the internship:

- **Provide support to your sponsors**
 - **Hotline**
 - **Site Visits**
 - **Email Reminders**
 - **Be Readily Available**
- **Provide ongoing support to your interns**
 - **Hotline**
 - **Site Visits**
 - **Email Reminders**
 - **Ask Questions about the Experience**
 - **Discussions during our Friday training sessions**

Important Internship Tips

- **Thorough & accurate communication is key**
- **Maintain the same internship pay no matter the company/position**
- **Be sure students are evaluated at the middle & end of internship**
- **Internship solicitation is Development...it is “Friend-Raising”**



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Other Incentives

From the Student Perspective:

- **Scholarship Matches** (paid by the internship site)
- **Free transportation** to the internship site
- **Increased responsibility** each summer
- **Pay increase** per summer (based on performance evaluations)

From the Business Perspective:

- **Students can be added** to the PFF Payroll
- **For Banks**—Can be treated as fulfillment of CRAs
- **Support the community** by sponsoring placements at local not-for-profits

QUESTIONS?

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