

"Perhaps the most important effect of BTE is increased student engagement."

— ACADEMY FOR EDUCATIONAL DEVELOPMENT
Ten-Year BTE Evaluation Report



Keys to a Successful BTE Program

- A firm commitment from all partners
- Effective management and leadership
- A structured, work-based learning component
- Links and exposure to higher education
- High expectations and accountability
- A system for evaluation and continuous improvement
- A plan to institutionalize the program

www.bridge2employment.org



"BTE's success is an inspiration and a challenge to other companies and universities..."

— HILARY PENNINGTON
Co-Founder and Vice-Chair, Jobs for the Future



For more information on the Johnson & Johnson Bridge to Employment program, please visit the BTE web site at www.bridge2employment.org, or contact:

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Making It Real

●●● Giving Students
the Inside Track on
Health Care Careers





"I never thought anything related to health would interest me so much."

— STUDENT AND BTE PARTICIPANT
Guaynabo, Puerto Rico



"I just got to see a woman give birth. It was just ...Wow!"

— STUDENT AND BTE PARTICIPANT
San Jose, California



Making Learning Relevant and Rewarding

In city after city, high school dropout rates are at all-time highs, fueling unemployment and the cycle of poverty for legions of youngsters. Many leave school in the ninth and tenth grades because they feel bored, disinterested and disconnected from what they see as the "real world." Diplomas and well-paying jobs are furthest from their minds.

The *Johnson & Johnson Bridge to Employment (BTE)* program is confronting that issue head-on—and starting to have an impact. Launched by Johnson & Johnson in 1992, BTE gives young people new ways to dream about their futures by exposing them to exciting careers in the fast-growth field of health care, and providing them with real-world experiences that link back to the classroom. In short, BTE is showing students that learning can be both relevant and rewarding.

The Johnson & Johnson culture of caring is at the heart of the *Bridge to Employment* program. BTE builds long-term partnerships with businesses, educators, community groups and parents in efforts to revitalize education and improve teenagers' chances of succeeding in college and the workplace. These partnerships affect both students and the organizations associated with the program.

Mentoring and Exposure to Higher Education are Keys

In addition to tackling the school dropout problem, BTE addresses the looming shortage of health care workers. The U.S. Department of Labor estimates that half of the fastest growing occupations in the years ahead will be in the health care field, and that by 2012 approximately 16 percent of all new jobs will reside in that sector.

BTE sparks the interest of economically and academically underserved students for careers in health care by giving them valuable hands-on experience. BTE takes students in grades 9-12 through a structured, three-year program that brings real-world learning to the classroom, exposing them to college classes, and offering them mentoring in health care careers ranging from lab technician to nursing to scientific research.

Since the program began, hundreds of high school students have participated. Over the years, BTE has worked in nearly two dozen communities in the United States, Puerto Rico and Ireland. At any given point, up to 12 programs are active. BTE plans to expand into other communities and countries over the next several years.

Each BTE partnership consists of one or more local Johnson & Johnson affiliates, one or more schools, an institution of higher education, and an intermediary organization. These partnerships are given the flexibility to develop customized approaches that best meet the needs of local students and school systems. Since 2003, Johnson & Johnson has partnered with the Academy for Educational Development (AED), one of the world's leading human and social development organizations, to manage the BTE initiative.

A Model of Local Collaboration

In Milpitas, California, a BTE partnership among Milpitas High School, the Santa Clara County Biotechnology Education Partnership, and LifeScan, Inc., the local Johnson & Johnson affiliate, provides a model of how work-based learning can positively impact youngsters. Through six-week summer internships at LifeScan and a unique Diabetes Technology Lab that BTE created and implemented at Milpitas High School, students and teachers learn how classroom concepts can have real-world applications.

In Cincinnati, Ohio, a BTE partnership pairs local high school students with employees at Ethicon Endo-Surgery, Inc., the local Johnson & Johnson affiliate, as part of a job-shadowing program. Students also can participate in a dual enrollment program to earn transferable college credits through Cincinnati State Technical & Community College (another BTE partner), or earn Certified Nursing Assistant (CNA) certification, enabling them to learn about nursing while in school.

A program launched in 2005 in Cork, Ireland—BTE's first international venture—is giving students from schools in three disadvantaged communities company tours and job-shadowing opportunities at three local Johnson & Johnson companies: DePuy Ireland, Janssen-Cilag Pharmaceutical Limited and Centocor Biologics. Students also are exposed to higher education and college life through BTE partners University College Cork and Cork Institute of Technology. In the final two years of the three-year program, a select number of participants will receive academic support, tutoring and internships.

●●● BTE's goal is to "catch" students before they lose all interest in school and help them see the critical link between academic achievement and practical application.

— MICHAEL BZDAK, DIRECTOR, JOHNSON & JOHNSON CORPORATE CONTRIBUTIONS

A Ten-Year Record of Success

How effective has *Bridge to Employment* been through its first decade? A recent study by the Academy for Educational Development found that the program has made a "powerful difference" in the development of students, schools, businesses and communities. Specifically, the success of BTE is reflected in:

- Improved rates of high school completion and enrollment in higher education by participating students
- Growing numbers of career-focused credentials and certificates granted, like Certified Nursing Assistant
- Improvement in school resources (e.g., curriculum development, labs, career centers and technology) that benefits students throughout the participating school
- Increased productivity and job satisfaction among Johnson & Johnson employees involved with BTE

Bridge to Employment has set a powerful new standard for school-to-career partnership programs over the past 10 years. It demonstrates the kind of difference engaged companies, schools, universities and caring adults can make in the lives of disadvantaged young people. And, increasingly, that's making promising education and job opportunities the province of many—rather than the good fortune of a few.

