

BRIDGE TO EMPLOYMENT

SITE SPOTLIGHTS ROUND 1
Tuesday, November 7, 2023
11:45 AM

Welcome to ABTS 2023: Investing in Today for Tomorrow

“Exploring Careers”



Ashlyn McCarthy
BTE Volunteer
Englewood/Jacksonville, Florida

Sales & Marketing Day



Bridge to Employment

Preparing Youth for Brighter Futures!



Bridge to Employment Johnson & Johnson

31 years
\$9.9M+ invested
106 sites
27 countries
6 continents

Partners



Bridge to Employment @JJV

25 Students
3 years (10th-12th grade)
½ Day Monthly (6x Year)
Consistent Mentorship
Higher Education Exposure
Life Skills Enrichment
Career Exploration

Watch NOW - JJV BTE on Action News JAX



Englewood HS

62+ Countries
30+ Languages
364 English Learners
Only Dual Language
DCPS School

Want to Get Involved? [Click Here to Email the BTE Core Team](#) or [SCAN the QR Code](#)



Career Engagement Plan

Goal: *Develop Programming Based on Student Career Interest*

Gauge Student Interest

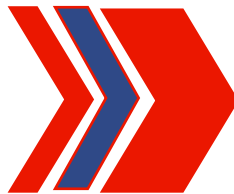
- Personality tests & interactive team building
- Career assessments
- College & career research worksheets

Analyze Opportunities & Gaps

- Identified top 3 Areas of interest: *Sales/Marketing, Health Services, and Arts/AV Tech/Comms*
- Evaluated J&J Vision opportunities
- Engaged external partnerships to cover gaps

Develop Event Schedule

- ✓ **J&J sales & marketing day**
 - Health industry tour
- Sports marketing event with local Minor League team
- ✓ Enhanced college tour schedule (HBCUs)
 - Out-of-State/City college visit



Event Overview

Interactive Activities and Storytelling



Bridge to Employment
Johnson & Johnson
VISION

**Welcome to our...
Sales & Marketing Day!**

September 15th, 2023
9am-1:30pm

*Thank you for taking time out of your busy day join us for our Bridge to Employment Sales and Marketing Day.
And a HUGE Welcome to our Englewood High School BTE Students!*

Agenda

9:00-9:05a Opening - Ashlyn McCarthy	10:15-10:30a Sales 101 - Jamie Sorrells & SLDPs
9:05-9:15a Keynote Address - Kaleah Smith	10:30-11:30a Sales Activity
9:15-9:30a Marketing 101 - Carol Waldeck	11:30-12:00p LUNCH - Volunteers Welcome!
9:30-10:00p Marketing Activity	12:00-1:15p Sales Competition - Alejandra Miller
10:00-10:15a BREAK	1:15-1:30p Awards & Closing

Special Thank You to Our Featured Speakers:

- Kaleah Smith, Director, NA Sales Strategy + CX
- Alejandra Miller, Lead Sales Trainer
- Carol Waldeck, Marketing Director, US
- Jamie Sorrells, SLDP Manager
- SLDP Class, January '23
- Ashlyn McCarthy, Brand Manager, US

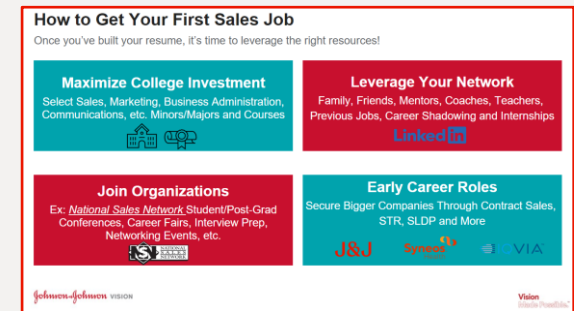
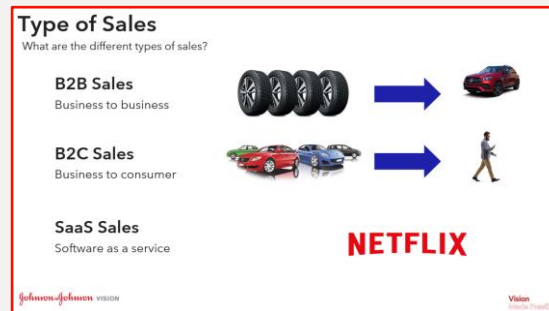
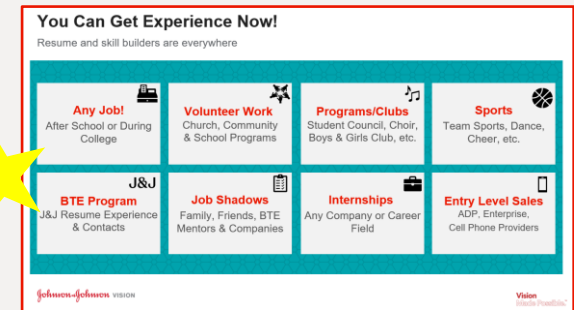
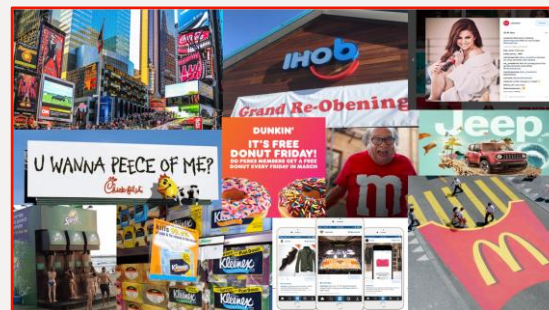
Want to become a Bridge to Employment Mentor?
Scan NOW or Visit bridge2employment.org

Vision Made Possible.



Presentation Content

Educational but Highlighting Current Trends



Structured and Engaging Activity Content

Marketing Activity
Complete this research worksheet to help you prepare for your sales pitch competition.

CURRENT COMPANY/BRAND SLOGANS BEING USED:

COMPANY/BRAND:	CURRENT SLOGANS:

CURRENT TARGET AUDIENCE:

COMPANY/BRAND:	TARGET AUDIENCE:	TREND (Growing or Declining):

HOW ARE THEY REPRESENTED?

COMPANY/BRAND:	HOW ARE THEY REPRESENTED?

Marketing Activity
Complete this research worksheet to help you prepare for your sales pitch competition.

HOW ARE THEY DIFFERENTIATING THEMSELVES FROM THE COMPETITION?

COMPANY/BRAND:	COMPETITIVE DIFFERENTIATION:

EXAMPLES OF MARKETING PIECES YOUR PREFERRED COMPANY/BRAND IS USING:
(List three examples of each type of media used: Company/Brand is using & for 500BCE, 200BCE, 100BCE, 100CE, 1800, 1900, 2000, 2010, 2020)

TYPES OF MARKETING:	COMPANY/BRAND:	COMPANY/BRAND:
TV MARKETING:		
PRINT MARKETING:		
ONLINE MARKETING:		
INSTAGRAM:		
FACEBOOK:		

WHAT COMPANY/BRAND DOES YOUR GROUP PREFER? WHY?

Sales Activity
Complete this worksheet to form and practice your 6-7 minute sales pitch!

Opening Question to Answer:

Introduce Your Group:	
What are you talking to us about today?	
Which company/brand did you select?	
Share a brief overview of why you chose the company/brand.	

Sales Activity
Complete this worksheet to form and practice your 6-7 minute sales pitch!

Opening Judging Scale:

HIGH IMPACT 3	MED 2
Hit on all 4 items of the opening and all were addressed!	2 items addressed!

Selling Questions to Answer:

Why did you select this brand/company?	
Who is this brand/company for? (Audience)	
What are the specific features of this brand/company you liked the most?	
What are the specific benefits of this brand/company?	
How will this brand/company impact or change your life?	

Selling Judging Scale:

HIGH IMPACT 3	MEDIUM IMPACT 2	LOW IMPACT 1	NO IMPACT 0
All questions and more were presented and answered!	Answered 2 selling questions	Only answered 1 question	No selling questions were answered



Start, Stop & Continue

Lessons Learned

Start

- Shorten activity worksheets
- Increase younger mentor participation
- Review previous sessions
- Build in more networking/team building breaks

Stop

- Back-to-back activities

Continue

- Evaluating the student's interest
- Rotating group assignments & nametags
- Integrating soft & hard skill activities
- Participation awards
- Swag giveaways, music and selfie station





Nichole Rouached
Site Coordinator
BTE Warsaw

Anne Hill, BTE Site Champion

Nichole Rouached, BTE Site Coordinator

3 Classes of 20, SRT/Homeroom (90 Minutes, Thursdays)

Mentor Groups (4 Students with 2 Mentors)

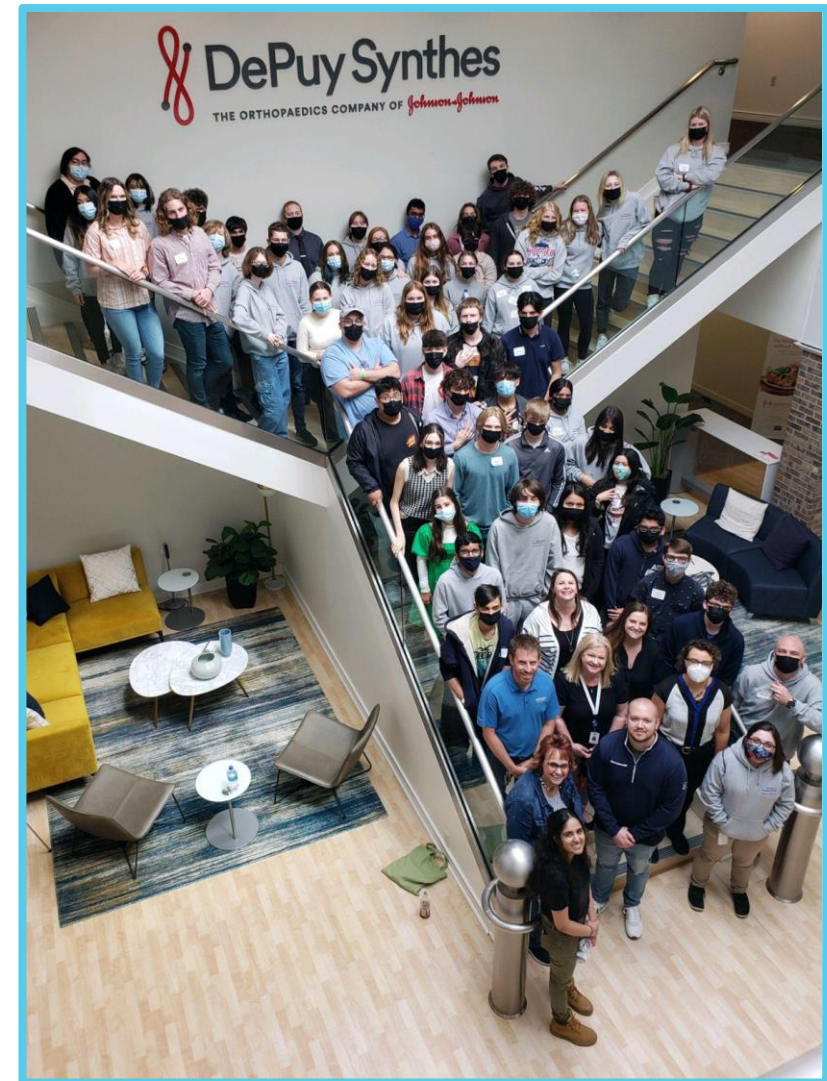
- Year 1: 2021, 57 Students
 - Visit Ivy Tech Community College
 - DePuy Synthes Rotations
- Year 2: 2022, 54 Students
 - Mini-College Fair, Grace College, Purdue University
 - DePuy Synthes Job Shadow (Fall)
 - Job Shadow of Choice (Spring & Con't)
- Year 3: 2023, 46 Students

Career Exploration

- Year 1: 2021
 - STEM2D Activities
 - Birkman Method Personality Assessment
 - Mentor Guidance
 - Career Panel from DePuy Synthes
 - Guest Speakers (Environmental, Health Care, Non-Profits)
- Year 2: 2022
 - STEM2D Career Assessment
 - Professional Development - Resume & Cover Letters
 - DePuy Synthes Job Shadow (Fall)
 - Job Shadow of Choice (Spring & Con't)



- Google Form Questionnaire
- Tried to keep students in groups of 2-4
- Authentic Experience
*Resist Urge for Hands-On
Engaging Experience*
- Prep & Tips
4 Hours
Lunch On-Site After Session



- Google Form Questionnaire Immediately Following DPS
- Tried to keep students in groups of 2
- Authentic Experience
Resist Urge for Hands-On Engaging Experience
- Prep & Tips
4-8 Hours
Lunch On-Site With Employer
- Planned & Prepped for 54 Students - About 20 Completed

Job Shadow

- Student Engagement - Have them help plan!
- Mentor Support - Some of the best connections.
- Transportation
- Too Many Students
- Communications
- Health Care

Career Engagement

- Don't Start-Up with So Much STEM Focus
- Mentor Career Groups
- Continue Range of Guest Speakers
- Include College Major Exploration
- Continue Constant Assessments



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QUESTIONS & DISCUSSION

ABTS 2023 Social Media Challenge

Post It! Share It!

Think about what you learned, who you met, and what excited you the most about this session.
Remember to share your ABTS highlights on social media.

- Use **#ABTS2023** in your posts
- To tag J&J or NIWL (FHI360), use **@JNJNews** or **@NIWL_US**, respectively
- If you reference BTE, use **#jnjBTE** in your posts
- On X, tag **@btetweets** in your posts
- On Instagram, tag **@btegrams**
- On Facebook, tag **@jandjbridgetoemployment**



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Up Next

Site Spotlights Round II

Communicating Impact
Location: Hochelaga
Time: 1:30 PM EST

OR

Engaging Community Partners
Location: St. Jacques
Time: 1:30 PM EST