

CAREER EXPLORATION & PATHWAYS TO SUCCESS



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A photograph of two young people on a stage. On the left, a young woman with dark hair, wearing a red and black plaid shirt, is smiling and making a rock-on hand gesture. She is holding a sunburst-colored electric guitar. On the right, a young man with long brown hair and sunglasses, wearing a white t-shirt, is also smiling and making a rock-on hand gesture. He is holding a teal electric guitar. The background shows a dimly lit stage with blue and purple lighting, and a large audience is visible in the distance.

“Education is not a tool for development – individual, community and the nation. It is the foundation for our future. It is empowerment to make choices and emboldens the youth to chase their dreams.”

Nita Ambani



AGENDA

December 9, 2017

- **Who we are:**
Introduction to Music Forward
- **What we do:**
Using Positive Youth Development
- **Who we serve:**
Understanding the youth we serve
- **How we do our work:**
UForward/All Access

OUR MISSION

A young man with short dark hair and glasses, wearing a patterned short-sleeved shirt and dark pants, is smiling and playing a trumpet. The image is semi-transparent and serves as a background for the text on the left.

**Music Forward
accelerates real-life
skills for youth using
music as a bridge to
success.**

Focusing on youth, ages 12-19, in underserved communities, **Music Forward** provides workshops and showcases to kick-start musical careers, equips dedicated young musicians with instruments, and inspires the next generation of music industry leaders with hands-on career exploration.



POSITIVE YOUTH DEVELOPMENT

What does it mean?

- Practices rooted in active support for the growing capacity of young people
- Helping youth acquire the knowledge and skills they need to become healthy and productive adults.



Attitude
Changes in motivation,
aspirations, opinions



Knowledge
Change in awareness,
understanding



Outcomes measure a demonstrated change to at least one of the following:



Behavior
Changes in the way in which one acts or conducts oneself, especially toward others



Skill
Learned ability to carry out a task with pre-determined results

OUTCOME INDICATORS

Music Forward programming connects passions to professions by allowing youth the opportunity to develop character, competencies, confidence and sense of contribution and connection.



Generation Z

Who are they?

- Born After 1995
- Between the ages of 11-22
- Last American generation with a Caucasian majority
- First Generation to be born after the birth of the internet
- Perceptions shaped by:
 - Post 9/11
 - Columbine
 - War on Terror
 - Recession

Characteristics of Gen Z:

Youth born after 1995. Between the ages of 11-22

Guide them in how to achieve their goals. They want to participate in the journey!

Entrepreneurial & Innovative

- “Pioneers” vs “Settlers”
- Seek to engage in creative and decision making processes
- More than half of Gen Z want to start their own business

Technology Reliant

- Consider connection to technology as an essential to survival
- Digital Natives. Research and information gathering savvy
- Nearly half of Gen Z spend more than 10 hours a day connected to technology

Multi-Tasking

- Engage with multiple types of digital stimuli regularly to process information
- Connect to peers & the world in traditional and digital communities on a constant basis
- Live in a borderless world

Values & Behaviors

- Value creativity, individuality, and receiving recognition
- Rejection of traditional pathways and definitions of success
- Seek opportunity for community engagement
- Politically disengaged
- Generally optimistic

Factors to consider



Tech Factors

Incorporate regular and technology-enhanced learning opportunities

Provide visually enhanced methods of teaching and learning



Programming Factors

Collaborative environments that include opportunities for participants to shape, lead, and deliver program content

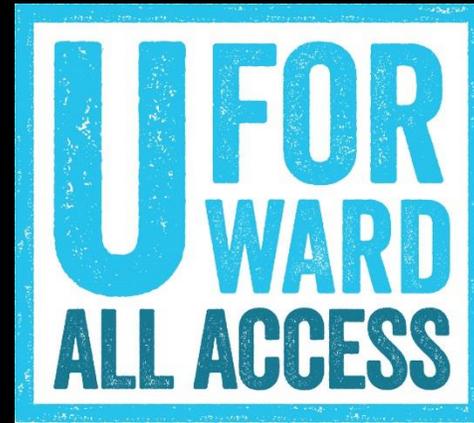
Opportunities for one on one and hands-on learning experiences



Messaging Factors

Authentic messaging that appeals to personal interests

Provide a steady flow of consistent messaging across multiple platforms

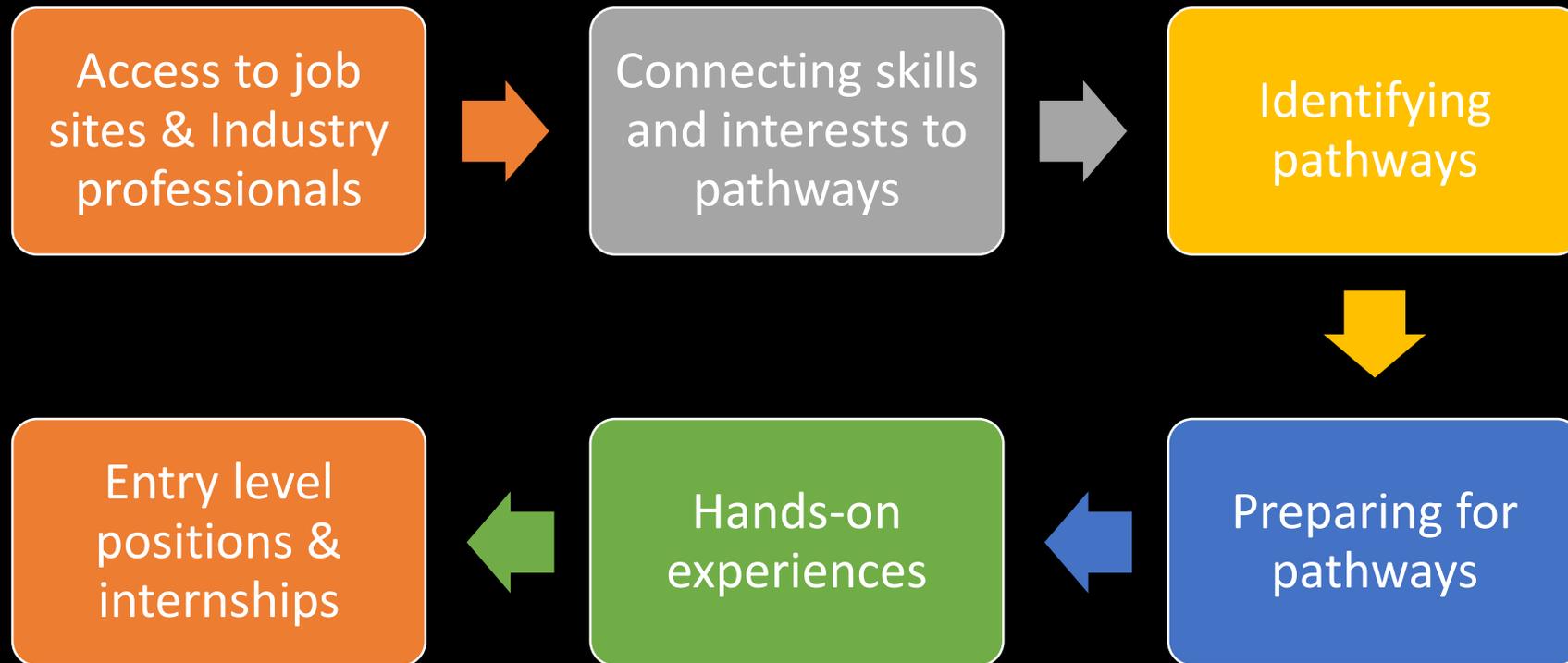


Imagine the coolest career day. Ever. UForward offers a VIP backstage pass to learn about coveted gigs in the live entertainment industry. No musical skills required – just a passion to learn. This ticket to a more promising future is designed to inspire ambition, create momentum, and redefine what’s possible with hands-on experience in behind-the-scenes jobs most people only dream about.

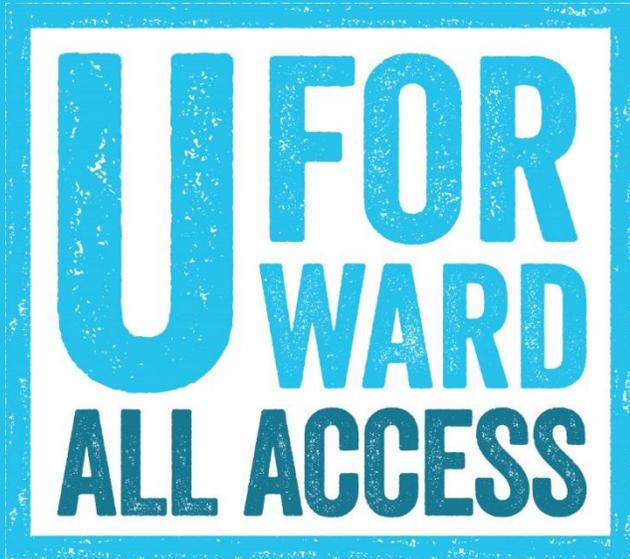
Career Pathways in Live Entertainment Venues

- **General Manager**
- **Director of Venue Operations (DOVO)**
- **Assistant General Manager (AGM)**
- **Bookers/Talent Buyers**
- **Box Office Manager**
- **Show Marketing**
- **Brand Marketing**
- **Music Hall Manager**
- **Production Manager**
- **Stage Manager**
- **Sound Technician**
- **Lighting Technician**
- **Special Events Manager**
- **Retail Sales Manager**
- **Human Resources Manager**
- **Finance Manager**
- **Restaurant Director**
- **Chef**
- **Shipping & Receiving Manager**
- **VIP & Nightlife Management**

Music Forward leverages our unique access to the Live Entertainment Industry to provide participants from college and career-based programs with unique opportunities that connect passions to professions.



Preparing Young People for Careers in the Live Entertainment Industry



Recurring Skill Sets

- Coordinating and Monitoring
- Verbal/Written Communication
- Critical Thinking/Problem Solving
- Time Management

UF Program Components



Resume & Interview skill building

- Self-evaluation of skills, personal characteristics and experiences
- SWOT analysis
- Resume writing for entry level and internship opportunities
- Practice interviews with industry professionals



Networking & Career Exploration

- Venue-based tours
- Introduction to industry careers
- Facilitated Q&A with industry professionals
- Career pathways research and discussions
- Professional etiquette in the workplace



Hands-on Experiences & Internships

- Job shadow experiences in live entertainment venues
- Identifying internship and entry level opportunities
- Internship placement
- Preferred interview opportunities with partner corporations

UForward Graduate Testimonials



"I worked side by side with music industry professionals and learned invaluable professional skills like résumé building, networking, and time management."

Deonte



"Music Forward helped me choose a career, because I was so lost about what I wanted to do after high school"

Emily