

WORKFORCE DEVELOPMENT PROGRAM

Effective business leaders understand the value of combining strong financial performance with doing social good – the “double bottom line” of successful companies. For 15 years, Genesys Works has partnered with leading corporations to achieve these goals by providing year-long, value-add work experiences to trained and supported students from underserved communities.

What Genesys Works Provides

Before being placed in year-long meaningful work opportunities with our corporate partners, we:

- **Recruit:** We partner with local school districts to recruit, for corporate America, historically underrepresented young professionals.
- **Train:** Students undergo 160 hours of rigorous professional and technical skills training through our 8-week summer training.
- **Manage:** We provide year-long support to our interns and daily supervisors to ensure a successful experience.

Corporate Partner Benefits

With our students **contributing up to 900 hours of productive work**, our partners achieve:

- **New Talent Pipeline:** Shift to cost-effective workforce recruiting by accessing local, diverse, and innovative talent.
- **Cost-Effective Solutions:** Increase your bottom line by off-loading entry-level tasks from your higher-tiered employees to a skilled and prepared Genesys Works young professional.
- **Employee Development:** Increase your team's retention and morale by providing professional development opportunities for your rising leaders to serve as supervisors.

With Genesys Works, you can achieve all of this. **And more.**

Our Long-Term Solution

- **Support:** Genesys Works supports our students in college and beyond.
- **Availability:** 96% of our young professionals go to college and 68% work while in college.
- **Connection:** Our Continuum of Care model connects our working college students to our partners, creating a seamless transition from high school work, to college opportunities, to Full Time Employment.

We Partner with 30 Top Bay Area Corporations, including:



“Genesys Works has exposed me to many opportunities and experiences that most kids from Oakland will never get a chance to see. Because of that, I am a living testimony that despite where you come from, you can still be somebody.”

MALACHI TAYLOR
Former Genesys Works
Intern at Hanson Bridgett

STUDENT PROFILE

- **98%** Students of Color
- **87%** Eligible for free/reduced lunch
- **90%** First generation to graduate college
- **50%** Female

TO LEARN MORE:

Contact Taara Hoffman:
thoffman@genesysworks.org



"[My intern] is willing to take on any challenge and is never daunted by an assignment. I am very proud of him. He is refining his skills with each task, produces some absolutely valuable work, and exceeds expectations."

JONATHAN REWERS

Manager of Design
Strategy and Delivery, San
Francisco Municipal
Transportation Agency

Other Departments:

- Legal Administration
- Engineering Support
- Customer Support
- Sales Operations
- Accounting & Finance

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GENESYS WORKS YOUNG PROFESSIONAL CONTRACTOR ROLES

IT Support

- Provide help desk support including PC and network troubleshooting
- System refreshes, migrations, imaging, hardware upgrades, and core loads
- Computer deployment, setup, maintenance, and software installation
- Execution of tier-1 QA scripts and other product testing functions
- Ticket tracking and resolution

Human Resources Administration

- Create, implement, and report on trends from quarterly staff surveys
- Complete confidential data management, clean up, and migration
- Use internal CRM for logging, tracking, and running reports
- Manage transfer of paper documentation to new electronic systems

Marketing

- Work with the media community on public engagement initiatives
- Prepare presentations and coordinate media interviews
- Coordinate fulfillment of creative materials to vendors
- Seek and analyze competitor marketing campaigns
- Monitor and post content on social networks

Government Affairs

- Research and report on local and state legislation
- Organize and track constituent letters
- Draft letters of support and opposition
- Prepare content for Government Affairs monthly updates and website

Project Management

- Develop customized divisional project reports
- Conduct project schedules and cost data reviews and updates
- Maintain notes in project management system
- Provide administrative support including meeting prep and recording minutes

Community Relations

- Lead company tours for community groups and students
- Support C-level Executives with schedules and meetings
- Work with ERGs to plan employee trainings
- Update intranet pages with community building events

FREQUENTLY ASKED QUESTIONS

Q: HOW DOES EMPLOYMENT WORK?

A: Young Professionals are employees of Genesys Works, which is responsible for wages, payroll taxes, insurance, etc. Genesys Works submits invoices to companies for services provided in the same manner as contractors from a professional services firm.

Q: WHAT IS THE EMPLOYMENT PERIOD?

A: Our core program interns work from September through July/August at 20 hours a week. Our alumni program interns have varying start dates, schedules, and hours worked.

Q: WHAT IS A TYPICAL WORK SCHEDULE FOR A YOUNG PROFESSIONAL?

A: Young Professionals generally work Monday through Friday from 1:00pm to 5:00pm. Work schedules are adjusted according to the company's needs and student availability.

Q: WHAT DEPARTMENTS DO YOUNG PROFESSIONALS WORK IN?

A: Young Professionals work in various corporate departments including: IT, Human Resources, Marketing, Government Affairs, Sales Operations, Finance, Community Relations and more.

Q: WHAT IS THE FEE SCHEDULE?

A: Companies are invoiced for the work performed at \$28 per hour (\$30 for college age students). Young Professionals are paid above minimum wage with the balance of the bill rate covering program expenses related to job training, transportation, college prep, and more.

Q: WHAT SUPPORT DO CORPORATE PARTNERS PROVIDE THEIR INTERN?

A: Corporate Partners commit to providing a Supervisor who can manage Young Professionals. While there is an expectation that the job will run through the school year, if work needs change or Young Professionals are not meeting an acceptable level of performance, we will work with the student and the corporate partner to remedy the situation or remove/replace students as needed.

Q: WHAT SUPPORT DOES GENESYS WORKS PROVIDE?

A: We provide significant support to Young Professionals and their supervisors throughout the work experience. Program Coordinators support Young Professionals on a weekly basis to discuss areas of work, refine skills, and provide professional development coaching while checking in with supervisors to ensure needs are being met and students are progressing. Our program also supports in college applications, selection, and financial aid applications. Formal performance reviews are conducted twice during the year.

Q: WHAT TYPE OF AGREEMENT COVERS THE SCOPE OF OUR RELATIONSHIP?

A: We enter into a Services Agreement covering most legal aspects of our contractor relationship along with a Statement of Work that outlines the scope of work to be performed, billing rates, etc.



"The technology industry thrives off well-trained and enthusiastic employees. Genesys Works provides a unique combination of education and workplace experience that is building tech's future workforce."

MARIA MARTINEZ
President of Sales &
Customer Success,
Salesforce

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