

## ***EMPLOYERS: Our Youth Need Your Help!***

### **Berkshire County...Helping Youth Succeed!**



**Connecting Activities** is a statewide initiative connecting young people to work and learning experiences. In Berkshire County, the BCREB partners with the 11 public school districts and youth serving agencies to provide essential career readiness activities to all youth ages 14-21. **Career awareness, exploration and immersion activities include:** Career Pathway and Cooperative Education Programming, Internships and structured work experiences, Job Shadowing, Career Fairs, alternative education programs, and year-round work-based-learning models targeting specialized populations.

#### **DID YOU KNOW?**

**Young people in our country continue to face one of the harshest economic environments in our history!**

54% of traditional college grads unemployed or underemployed



3.4 million Jobs vacant

**You / your business can help change this by hosting a high school intern and providing the essential early exposure and development around the necessary knowledge and skill sets required for career success in today's critical and emerging industry sectors!**

#### **REGIONAL IMPACT**

**20 years of providing essential career readiness opportunities to our youth!**

Since 1998, **5,504 Berkshire County employers** have provided **9,637 youth** with **internships and structured work experiences** and **32,956 youth** with **career awareness and exploration opportunities!**

**HELP CONTINUE TO MAKE A DIFFERENCE!  
BECOME A CHAMPION OF YOUTH EMPLOYMENT!**

#### **DIRECT BENEFITS TO PARTICIPATING EMPLOYERS**

*Have a direct hand in attracting and shaping your industry's future workforce  
Build a pipeline of quality candidates to fill entry-level needs  
Minimize recruitment costs  
Improve supervisory and training skills  
Enhance the diversity of your workplace*

**For additional information please contact Heather Williams, BCREB Youth Director at 442-7177 x151 / [youthdirector@bcreb.com](mailto:youthdirector@bcreb.com)**