

About the Grads of Life PSA Campaign and Website

In order to effectively develop a national Public Service Announcement (PSA) campaign, which resonates with employers nationwide, the Grads of Life campaign Partners, in collaboration with the Ad Council and Arnold Worldwide, engaged in early exploratory field research. This multi-phase research process provided key insight into what motivates employers to work with opportunity youth, what they most value in employees, and what key hiring challenges they face. With this information in hand, the partners developed, tested, and produced the Grads of Life creative concept as the overarching creative strategy for the PSA campaign and the GradsOfLife.org website. This strategy includes the following:

PSA Campaign objective:

Introduce employers to the benefits of working with opportunity youth (6 million young adults aged 16 to 24 who are out of work and out of school), and motivate them to learn how to engage this pool of talent by visiting the employer-focused, GradsOfLife.org, website.

Target Audience:

All employers that hire entry-level workers.

Target Mindset:

Employers are aware that current hiring practices are not perfect, but they rely on traditional credentials (e.g., diplomas and postsecondary degrees) to determine an employee's potential merit because it's easy and fast – even if the position doesn't require them.

“Grads of Life” Campaign Description:

For many businesses, the candidate screening process is largely built around points of elimination and a series of assumptions. Yet, these screening processes often disqualify the best candidates. The purpose of the Grads of Life campaign is to help hiring influencers take a moment to reconsider outdated aspects of the hiring process to ensure they best meet their company's needs.

Opportunity youth are young adults of unique determination and experience, ready to fit in with your company as an intern, mentee, or as an entry-level employee. They stand ready to show the world that sometimes the best candidates aren't the ones you're used to, but they are exactly who your company needs.

Primary Call to Action:

Learn how to find, cultivate and train a great pool of untapped talent at GradsOfLife.org

ALT Call to Action (if space is limited):

Learn about a great pool of untapped talent.

About GradsofLife.org:

To translate employers inspiration (from the PSA campaign) into action, the GradsofLife.org website was developed to provide the information, tools and resources companies need to create employment pathways including the following:

Data & Evidence:

- *Business Rationale and Return on Investment* information associated with creating employment pathways within companies.
- *Success Stories* from nationally recognized employers that feature best practice examples, highlighting the benefits of employment pathways for businesses, opportunity youth, and the community.

- *Background* information on the opportunity divide, the skills gap and the opportunity youth population.

Tools:

- *How-to-Guides* offer tips, best practices, and other useful information on four different types of employment pathways: mentoring, school-to-work, internships, and hiring.
- *The National Partner Directory* allows employers to connect with local partner organizations that can help them establish employment pathways. Partners can support employers in a variety of capacities, including helping companies recruit young adults and assessing their skill levels, providing skills training, providing social supports, and helping employers incorporate new talent.
- *Contribute* and participate by recommending resources, events, news, partners and other content to ensure a robust cadre of tools and resources for fellow employers.