



CAREER LAUNCH TOOLKIT

FOR STORES

Gap Inc.



WELCOME

Congratulations! As a Gap Inc. store, you know there are many great opportunities for you to partner within your local community and build a relationship that create impact and lasting change.

We know you already are committed to your community. But did you know that **CareerLaunch®** and Camp Old Navy (summer job shadowing experience) are great enhancements to your current community outreach programs.

The Gap Foundation and Boys & Girls Clubs of America would like to encourage your Club unit and your Gap Inc. store to build a relationship that help teens get their first job. Your partnership is a true reflection of commitment to create comprehensive activities that complement and enhance the current **CareerLaunch®** curriculum.

CareerLaunch® provides teens with practical training and information about getting that first job and developing the skills needed to keep the job. **CareerLaunch®** also inspires youth to think about future career ambitions, and map out a plan to help them get there.

At Gap Inc. our store employees know a lot about helping teenagers prepare for and succeed on their jobs. Store team members can volunteer to review resumes, host job shadow experiences, serve as mentors, conduct mock interviews, or even facilitate workshops.

We hope this toolkit will assist you to deliver a superior **CareerLaunch®** program, build a solid relationship with BGCA, help teens make sound educational decisions, and find success in the world of work.

Thank you again for your ongoing commitment to serve teens and your partnerships with Boy's and Girls Clubs of America.

Sincerely,

Beth Fenger

Director, Volunteer Engagement
Boys & Girls Clubs of America

Curtis Pinkerton

Banana Republic SE Regional Community Leader
Gap Inc.

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GETTING STARTED

The following are some best practices that we've found support a successful partnership with your local Club:

Hold a team-building session with your local partner Club to learn more about them and their goals - it can create camaraderie and “kick-off” the partnership!

In-store job shadow experiences greatly enhance and enliven the partnership. The experience can be used as a training ground for future employees as well as to allow Club members to practice skills they develop in Career Launch.

Work with your local partner Club in facilitation of Career Launch sessions – there may need to be extra conversations so that each side fully understands the program and how store employees will help facilitate sessions.

Working together to plan engagement is key—the store and Club must take equal parts accountability and responsibility to ensure all grant elements are met.

The three main activities that help build a successful partnership are: 1) Store visit, 2) Club visit, and
3) Job shadow.

Participation in conference calls leads to better understanding of grant requirements and final report guidelines.

Getting to know multiple people on staff at your local partner Club will help the relationship continue to grow and flourish even if one person is transferred to another location or leaves the Club. Having an alternate contact list may help as well. We highly encourage the Club staff to engage with the entire leadership staff at your location and vice versa.

Ask the kids what they'd like to get out of the partnership – you may be surprised at what you hear!

If you're unsure of something, ask! Ask your partner Club, ask your Gap Inc. contact, and ask your BGCA contact.

Discuss other opportunities to get involved with your local partner Club besides Career Launch and job shadow.

Have fun. This is a tremendous opportunity to develop a new skill and could lead to a long lasting relationship in which you impact the community and inspire others to do the same.

THE “DATING” PROCESS

1. Introductions

- Call the Club and ask for the Executive Director or Career Launch Program Contact
- Introduce yourself and your team
- Initial phone call should conclude with request to set up a Club tour for your

team Club introduction call made on: (mm/dd/year)

2. Club Tour

- Club tour scheduled for Gap Inc. Community Leader and team to meet Club staff and see the Club in action

Club tour scheduled for: (mm/dd/year)

3. Planning Meeting for Volunteer Calendar Development

- Planning meeting can occur at the Club or at a Gap Inc. store
- Meeting should be between Community Leader, Store Leadership team, Club Career Launch program contact or teen director and Club volunteer coordinator
- Planning calendar should be utilized to schedule project types, dates, and times for the next quarter, 6 months or year
- Sample meeting agenda template can be used to maintain communication and develop topics of conversation

Planning meeting scheduled for: (mm/dd/year)

Planning meeting agenda developed: Y / N

Directions to the Club and contact phone number printed: Y / N

4. First Date (Review Volunteer Engagement Tiers for ideas)

- First date project should be one that is easy to execute, introduces team members to the Club and kids, and does not require any special planning or tools/materials
- First date ideas: homework help, read to kids after school, participate in a family literacy night

Our team's first date ideas: 1.

2.

3.

First date project scheduled for: (mm/dd/year):

THE “DATING” PROCESS

5. Second Date

○ Second date projects should be a little more involved than a first date. They should keep team members engaged with the kids and require a bit more planning to execute.

○ Second date ideas: Power Hour tutoring, school supply drive and drop off party, holiday party, adopt-a-family, book drive

Our team's second date ideas: 1.

2.

3.

Second date project scheduled for: (mm/dd/year):

7. Third Date

○ Third date projects should be even more involved than second dates. They should keep team members engaged with the kids and require more detailed planning to execute and may include an off- site location.

○ Third date ideas: Job shadowing event, college fair, mock college interviews, check-in meeting, Career Launch sessions.

Our team's third date ideas: 1.

2.

3.

Third date project scheduled for: (mm/dd/year):

8. Going Steady

○ Going steady projects can be any combination of first, second, and third date projects. They can even be ones your team thinks of and plans themselves with input from Club staff.

○ Going steady date ideas: building reading lofts, college tours, Club member and staff recognition parties, Career Launch sessions- ask additional stores or Clubs to participate

Our team's going steady ideas: 1.

2.

3.

Going steady project scheduled for: (mm/dd/year):

THE “DATING” PROCESS

9. Future Plans

○ Now that your team has built the foundation for a long term relationship with your Club, it's time to think about going steady and what future projects will look like

- Future project ideas: mentoring, Club special events, skills based

projects

Our team's future ideas:



BOYS & GIRLS CLUBS
OF AMERICA

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JOB SHADOW GUIDE



BGCA/GAP INC Job Shadow Guide

We are excited to bring you a guide to help with the planning process for your in store job shadow with the teens from BGCA. Our hope is to inspire you and your team to leverage your talents to your community through this program. In this guide you will find objectives, planning points, sample agenda as well as some suggested activities. We hope that you will use this opportunity to create a memorable experience for the teens and your staff.

Objectives

- Participants receive overview of Gap Inc. structure
- Mentors connect with teens to share real life job experiences
- Teens have an opportunity to experience a day in the life
- Teens and staff connect to create lasting relationships.
- Impact in the community where we live and do business

JOB SHADOW GUIDE

Sample Agenda (4 hours)

Welcome and Introductions- 15 min

Orientation of the Store Structure and Gap Inc.- 30 min

Play Welcome to Gap Inc. Orientation Video

Store tour/ Walkthrough- 15 min

All teens participate in store opening One Minute Meeting

Floor time with in store mentors (1.5 hours)

Optional activities can happen during this time

Teens should rotate through different areas of the store

Recap and Wrap up of Learning – 30 minutes

Optional Activities could include:

Merchandising

Have teens redress mannequins.

Show them the concept book and explain how the store makes decisions on where to place product.

Discuss importance of maintaining brand standards.

Have a contest to see who can refold a stack of merchandise.

Stock Room Fun

Discuss stock room set up.

Show and explain how the LRT guns work.

Sales and Service

Have teens pick out outfits to wardrobe customers in.

Day look night look with a key item from the collection. Talk about the importance of servicing customers.

JOB SHADOW GUIDE

PLANNING FOR SUCCESS

One month before event-

Contact club to set up timeline for job shadow event- Date Time
Location
of teen attendees
Overview of the event logistics
Ensure that event is on In store event calendar

Two weeks prior to event

Create and post sign up sheets for store team to help with the project
Schedule appropriately for the event- ensure adequate coverage during event time
line

One week prior to the event

Contact the club to ensure all details are set when to arrive
Chaperone should attend
Confirm the number of teen's attending
Prep in store staff on what to expect day of event
Finalize agenda for the day of the event
Schedule
Ensure that all store materials are prepared

Day of the event

Have FUN- The more interactive you can make this experience the better.
Right after event
Thank the club and store team for their participation
Log hours on the Be What's Possible website

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NOTES AND IDEAS