



YOUTH- AND COMMUNITY-BASED EVENTS

UNITED WAY FOR SOUTHEASTERN MICHIGAN

 DETROIT, MI

The mission of United Way for Southeastern Michigan (UWSEM) is to mobilize the caring power of Detroit and Southeastern Michigan to improve communities and individual lives in measurable and lasting ways.

The Find Your Future: Career Exploration Fair is a space for high school freshmen throughout Detroit to learn, gain tools, and get resources in real-time that connect life, learning, and high school to their future goals. Designed by and created for high school freshmen, the event includes meaningful activities that contribute to success in the classroom and beyond.

OUR APPROACH

Strategic Community Partners (SCP) has designed and facilitated youth- and community-based events across the country. Desiring to go deeper with their College and Career Pathways work, UWSEM partnered with SCP to build a signature space for young people. The 2019 Find Your Future: Career Exploration Fair was the third annual fair of its kind that SCP hosted with UWSEM and the sixth fair within the partnership.

Based on insight from youth, schools, and partners, SCP crafted six unique activity tracks tailored to specific career interests, allowing students to engage with more than 40 businesses, universities, and community partners. Programming also included skill-building workshops and activity spaces focused on providing hands-on learning experiences and opportunities.

744 

High school freshman attendees

23 
Detroit Public Schools Community District schools represented

113 
United Way for Southeastern Michigan Affiliated Volunteers

17 
Career Explorations Companies

74 
Community Partner Participants

11 
Life and Support Organizations

7 
Local Colleges and Universities

OUR IMPACT

As a result of SCP's work to create tailored pathways based on career interests, students reported a high level of satisfaction in their overall experience at the 2019 Find Your Future: Career Exploration Fair. In a post-event survey, 83% of students agreed or strongly agreed that attending the event provided a better idea of how their high school, learning, and personal life will connect to their future in college or a career. Additionally, 100% percent of partners felt the event was successful in providing youth with information and resources to help them succeed.