

# CareerExplorationSeries™

Preparing tomorrow's workforce today

## **FOR IMMEDIATE RELEASE/INVITATION TO COVER**

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### **Washington, D.C. Entrepreneur Launches Nationwide Career Exploration Workshop for Middle and High-School Students in Philadelphia, PA**

*The multi-faceted program will debut for students at St. Martin de Porres Catholic School*

**(Philadelphia, PA) April 7, 2014** – Last week, the Bureau of Labor Statistics (BLS) announced that U.S. businesses added 192,000 jobs in March – an improvement from February, but 6.7% of Americans remain unemployed. While the added jobs data suggests an uptick in employment, the stark reality is that unemployment for youth remains disproportionately higher than that of adults. For example, according to the BLS, youth ages 16 through 24 actively seek employment during the period of April through July every year – mainly due to summer job seeking efforts. In summer 2013, 3.8 million, or 16.3 %, youth were unemployed (*Employment and Unemployment Among Youth Summary*, August 20, 2013 - <http://www.bls.gov/news.release/youth.nr0.htm>).

In today's competitive and unpredictable workforce, career development and employment resources are crucial components of a student's education. With that realization in mind, Washington, D.C.-based entrepreneur Kesi Stribling will launch the Career Exploration Series program, a national career development program that helps prepare elementary and high-school students for the challenging workforce by identifying short and long-term actions necessary to reach their career goals. The program is a part of Career Connect USA, a workforce initiative under the aegis of Stribling's firm, KSG Strategic Consulting. The inaugural event will be held for more than 100 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup>-grade students at St. Martin de Porres Catholic School in North Philadelphia on Friday, May 2.

As of summer 2012, Philadelphia's youth unemployment rate reached an astounding 90% (according to the Philadelphia Independent Media Center), which is why Stribling, a Philadelphia native, decided to launch the initiative in the City of Brotherly Love. "It is imperative for today's youth to prepare for careers before graduating high school and college," Stribling opines about why she targets the junior high school and high school populations for the program. "The CES provides practical knowledge, like learning how to create a resume for an internship, with conversations about workplace ethics, financial planning workshop, and a youth-focused Career Action Plan."

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This inspiring and interactive program aims to arm students with the educational tools needed to carve a path for professional and personal success. Students will have an opportunity to speak with and hear from industry leaders and field experts on educational coursework, volunteerism, technical skills, self-branding, resume building, and a host of other subject areas that will help prepare them for college, future internships, and careers.

During the plenary sessions, students will receive insight and advice on best career practices from corporate and community organization leaders, government officials, educators, and entrepreneurs. There will be two morning breakout sessions, titled SWITCH! and All About Resumes, respectively. During SWITCH!, the students will interact with representatives from a variety of fields, including an Emergency Room physician, retired Military officer, owners of a Philadelphia law practice, journalist, engineer, entrepreneurs, nonprofit leaders, psychologist, and the Philadelphia Police Department.

In All About Resumes, students will learn and practice how to craft a powerful resume that will distinguish them from competitors and open the doors for future internships, interviews, and volunteer positions. This breakout is led by human resources, staffing, and recruiting practitioners, including Drexel University.

Students will learn how to prepare to manage their money, budget for expenses, and establish checking and savings accounts during a financial planning workshop hosted by Wells Fargo bank.

"E.G. Educational Services, L.L.C. is pleased to co-host/sponsor the Career Exploration Series at St. Martin de Porres," says Eugene George, owner and President of E.G. Educational Services, LLC in Philadelphia. "When given the opportunity to educate young people regarding future careers, this was a no brainer for us." George's business is a tutoring company that, for more than a decade, has worked with Philadelphia's youth.

After the program concludes, students will participate in a Networking Lunch with the speakers, while learning about dining etiquette.

The Career Exploration Series program in Philadelphia is sponsored by KSG Strategic Consulting/Career Connect USA, E.G. Educational Services, LLC, Optimal Living Magazine, and the P3 Solution.

More updates and details can be found on [www.ksgsc.com/careerconnectusa](http://www.ksgsc.com/careerconnectusa), including frequently asked questions and event speakers. Also make sure to follow the program's social media sites, [@CESProgram](https://twitter.com/CESProgram) on Twitter and [www.facebook.com/careerconnectusa](http://www.facebook.com/careerconnectusa).

For more information about Career Connect USA or if you are interested in becoming a sponsor or community partner, please email [CESProgram@ksgsc.com](mailto:CESProgram@ksgsc.com), or call (202) 904-1380.

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