



# Training young people to help organizations

July 21, 2020

When in-person learning and working stops because of the COVID-19 health emergency, what do you do if you're an organization focused on creating pathways to employment? If you're Santa Fe nonprofit [Innovate+Educate](#), you launch a six-week program to train young people to help businesses with online and social media business marketing.

"When COVID-19 hit, I started trying to identify the type of training that would give young people skills that are especially in demand from businesses right now," says Jamai Blivin, founder and chief executive officer at Innovate+Educate. "Marketing and communication through digital media seemed the obvious choice."

The online Pro Skills Boot Camp runs June 17 to July 24 for low-income students aged 16-30. Around half the 21 enrolled students are from Santa Fe High and the Early College Opportunities high school, while the others are out of work or out of school. Nine are parents with small children under five, part of the Santa Fe Community Foundation's "Expanding Opportunities for Young Families" program.

Students will receive a Google Digital Marketing Credential, a Core Score Employability Skills Credential, two career reports and a Pro Skills Badge. Students, who are paid \$20 an hour for up to 40 hours as they learn, also receive individual coaching and mentoring on career development and financial literacy and planning.

Once the course is completed, Innovate+Educate will be placing students in virtual internships, career paths, or education pathways of their desired field.

Students also heard from a panel of employers including the Laboratory, St. Vincent's Hospital, Nusenda Credit Union, City of Santa Fe and U.A. Local Union 412.

Funders for the program include the Laboratory's managing operator Triad National Security, the Nusenda Foundation, Samueli Foundation, Santa Fe Community Foundation, and Anchorum Foundation.

Blivin is very happy with the way the program is working out. "What is really exciting so far is how engaged the students are!" she says. "Businesses are having to adapt to this new world and these students are learning the skills to help them."