

AT&T

AT&T's commitment to helping students prepare for college and career success resulted in a strategic collaboration with Genesys Works, a training and corporate internship program for disadvantaged high school students. This initiative is consistent with AT&T's philanthropic and business goals, including increasing diversity of thought and creating a future pipeline of motivated and skilled talent for the 21st century economy.

As a global company with 116 million customers and approximately 246,000 employees, AT&T knows that a business is only as strong as the community it serves. AT&T understands that the number of students not completing high school poses a serious risk to America's economic competitiveness. AT&T and other corporations seek and often compete to find skilled and diverse talent, especially in the math and science fields. In 2008, AT&T launched *Aspire*, a multi-year initiative to help young people graduate from high school ready for college and career success. Through *Aspire*, AT&T works with many organizations like Genesys Works – a nonprofit organization that offers high school students from low-income backgrounds workforce readiness training followed by placement in internships to gain critical work experiences in information technology and other fields. Genesys Works provides students with workplace experiences and skills and supports them in graduating high school and entering college. AT&T provides direct philanthropic support to Genesys Works in addition to hosting student interns in its Chicago and Houston offices. Through this multi-faceted collaboration, AT&T creates social impact, builds community goodwill, supports on-the-ground business operations, and generates a return by developing a pipeline of motivated, diverse talent.

AT&T Business Impact

- » Prepares future talent for higher education and workforce
- » Realizes positive return, recovered \$1,300,000 in lost revenue
- » Drives value for customers and shareholders with cost-effective interns
- » Increases community impact and fulfills philanthropic goals

Student Impact

- » \$4 million earned through internships in 2013
- » Gains meaningful, work-based internship experience
- » Receives mentoring from professionals in the workplace
- » 95% of student interns enroll in college
- » 86% of graduates persist in college beyond their freshman year

Genesys Works' Results

- » Serves as bridge between young adults, education and employers
- » Recognizes an 85-95% retention rate of corporate clients
- » More than 150 corporate clients
- » Impacts 2,300 students total in 2014
- » Locations: Chicago, Houston, Twin Cities, and Bay Area



Creating a Bridge between Employers and Untapped Talent

In 2012, AT&T's Chicago office learned about Genesys Works and was immediately impressed with the program's focus and outcomes. Teaming up with Genesys Works provided AT&T with an opportunity to help young adults achieve their life and career goals—and to invest in the development of skilled workers and consumers.

More than 80 percent of Genesys Works students are from low-income households and eligible for free or reduced meals. The program targets the "quiet middle"—generally described as "B" or "C" average students who may require additional supports to realize their full potential. After a recruitment and interview process, students who are accepted into the program receive technical and professional skills training, such as communication, conflict resolution, goal setting, resumé writing and interviewing, and a number of job-specific skills. The curriculum is flexible and is continually enhanced to meet the needs of employers. Client specific training can also be included. For instance, AT&T and Genesys Works together developed a unique curriculum for the Chicago branch that better reflected the types of business knowledge and skills that are utilized at AT&T, focusing on revenue recovery and revenue assurance management.

After the students successfully complete the curriculum, students are placed at corporations, like AT&T, for a 12-month paid internship during their senior year of high school. Interns attend school in the mornings, while working in the afternoons for 20 hours per week. Student interns become immersed in the corporate culture and work products, frequently being viewed as "company employees" rather than "Genesys Works interns."

“ AT&T Aspire invests in students today - at home, in the classroom and at work - to prepare them for success tomorrow. Genesys Works is a wonderful collaborator for us to do this with - not only do we support the program financially, but we work with students directly. This interaction is beneficial to our employees, our future, and, most importantly, to the workforce of tomorrow.”

— Nicole Anderson, Executive Director of Philanthropy at AT&T

Boosting Diversity of Thought

To date, AT&T has hosted thirteen interns in the recovery and assurance department in its Chicago offices. Contrary to initial concerns that business practices and the corporate environment were overly complex for high school students, AT&T employees are impressed by the student interns' motivation, determination, and the ease with which they learn technical skills. Interns are held accountable as any other entry-level employee is and managers have reported that they contribute to the team by bringing innovative ideas and energy to the workplace, increasing the use of technology, boosting morale of the employees and building a willingness among the team to try different approaches and techniques.

Discovering Lost Revenue

The AT&T interns in Chicago are immensely effective. To date, within the recovery and assurance department, the interns found more than \$1.3M in missing revenue for the business since 2012. The discovery of missing revenue vastly outweighs the investment AT&T made in each interns' learnings and development.

Maintaining a Strong Collaboration

AT&T's work with Genesys Works produces positive outcomes for the students, businesses and the community. Over 95 percent of Genesys Works interns enroll in college, with 86 percent persisting in their sophomore year. AT&T supports Genesys Works because it maintains data-driven results, provides returns and improves organizational diversity and efficiency. According to AT&T, Genesys Works' staff is proactive, quick to address issues and exceeds the standards of a community partner. To show its commitment to Genesys Works, AT&T hosts interns in Chicago and recently added internship opportunities in its Houston office.

In the last two years, AT&T has invested significant resources toward the launch of Genesys Works - Bay Area; the replication of best practices organization wide; and direct support of its core internship program. AT&T has found that Genesys Works' model helps students unlock their professional potential.



Background Information

ABOUT AT&T

For more than a century, AT&T has consistently provided innovative, reliable, high-quality products and services and excellent customer care. Today, AT&T's mission is to connect people with their world, everywhere they live and work, and do it better than anyone else. They're fulfilling this vision by creating new solutions for consumers and businesses and by driving innovation in the communications and entertainment industry.

AT&T Aspire is AT&T's signature education initiative that drives innovation in education by bringing diverse resources to bear on the issue including funding, technology, employee volunteerism, and mentoring.

For more information, please visit:
www.att.com/aspire

ABOUT THE EMPLOYMENT PATHWAYS PROJECT

The project is catalyzing a national effort to “flip the switch” on employer demand for opportunity youth - young adults ages 16 to 24 who are out of school and work. The project works to harness the power of the private sector so that employers play an active role in developing new sources of skilled talent.

For more information, please visit:
www.employmentpathwaysproject.org

Personal Story

Entering his senior year of High School, Alex Lopez's family was facing challenges; his dad had lost his job, and his mom was battling serious health issues. Alex participated in Genesys Works to help support his family. He interned with Chicago Public Schools before being placed with AT&T's recovery and assurance department, where along with another intern, he recovered \$147,000 in lost revenues. The AT&T team was impressed when Alex quickly picked up the technical software and recovered the funds despite not having an accounting background. Alex says the greatest benefit of his AT&T internship was gaining independence and self-confidence in the workplace. The internship also helped him land a job at a local retailer. Alex summed up his experience: “Genesys Works paved the way for an amazing opportunity. How many people at the age of 18 can say that they recovered \$147,000 for a Fortune 500 company. AT&T trusted me to do my work and thankfully, I was prepared for it.” Alex chose to double major in Management Information Systems and Business Project Management at the University of Illinois at Urbana-Champaign. He's completed two years and plans to begin his third year in January.

