UNITED WAY
Mid Coast Maine

Bath
Brunswick
Topsham
REGIONAL CHAMBER

Connecting to Tomorrow Internship and Workplace Inclusivity Initiative

The Sagadahoc County Working Communities Challenge Initiative with support from United Way of Mid Coast Maine ("United Way") and the Bath Brunswick Topsham Regional Chamber ("Chamber") invites you to participate in the *Connecting to Tomorrow Internship and Workplace Inclusivity Initiative* ("Initiative").

Over the next decade, our generationally-changing workforce will require businesses and organizations to adapt their policies, mindsets, and work processes in order to continue to thrive. Businesses who take steps today to showcase career paths to their industry will benefit from tomorrow's ambitious workforce.

United Way and the Chamber have partnered to help employers and the community support our future workforce, and now need forward-thinking employers to engage with this programming however you can.

Our vision is to support youth and the workforce for a thriving region. The Initiative will increase opportunities for marginalized (BIPOC, Queer, low-income and other vulnerable) youth to have employment and leadership opportunities in their communities. The Initiative includes the Connecting to Tomorrow internship program, and the Connecting to Tomorrow inclusivity project. Our goal is to improve the rate of youth hopefulness and sense of belonging in their community by giving students meaningful opportunities in their community that will prepare them for the workforce.

Connecting to Tomorrow Internship Program

This work aims to connect high school students from RSU 1, MSAD 75, Brunswick School Department , and Richmond School Department to local businesses. This pilot program will run from February - May 2025 and close with a video celebration that features the work of these students.

Student interns have been selected based on eagerness to engage with local businesses and identified through their school career coordinators. Your business can choose between hosting an intern for approximately 20 or 40 hours, and you can determine the duration you would like to have the student (ex. 20 hours during February break, 4 hours for 10 days, every Saturday, etc.). The Chamber will stipend students at the rate of *$275 for 20 hours*, and *$550 for 40 hours*, paid at the completion of the internships. We ask that all businesses place the intern with a supervisor and provide meaningful projects where they gain skills and confidence.

Connecting to Tomorrow Inclusivity Project

In this program, groups of students will be highlighting local businesses with inclusive policies and practices. The goal is to showcase the positive effects these inclusive policies have on their organization's culture and begin to show other businesses how these practices can be implemented effectively. The showcase will be in the form of 3-5 minute videos produced by student film teams. This program will give students a chance to practice interview skills, work on their business communication skills, and learn more about local businesses. It also gives your business the opportunity to be recognized for having best practices in the region which is a positive for your employees and a great promotional tool for your customers to see.

Additionally, we also invite participating businesses in either program the opportunity to take part in a workplace inclusivity training with OUTMaine. The Chamber and United Way will discuss this further with you upon signing up to be an internship host site or a site for the inclusivity project (and yes, businesses may participate in both).

To register as a potential intern site or to learn more about any aspect of the Connecting to Tomorrow Initiative, please email Maggie Cummings at United Way at maggiec@uwmcm.org . There is a limited amount of paid stipends, so the sooner the better. If you have more questions, you can also contact BBRC Executive Director Cory King at Cory@midcoastmaine.com

This work is supported by the Federal Reserve Bank of Boston, State of Maine, national and local philanthropic organizations, and private sector employers. For more information, visit uwmcm.org/communityresponse.

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Connecting to Tomorrow Internship and Workplace Inclusivity Initiative

Business Registration Form

Business Name: _____ **Date:** _____
Business Address: _____ **Phone:** _____
Business Contact: _____ **E-mail:** _____
Type of Business: _____

Connecting to Tomorrow Inclusivity Project

(In just few sentences)

We need help. In particular many of our businesses need help in connecting to the workforce of tomorrow. One thing that the next generation of employees values is inclusivity. Some employers and organization s have been early adapters in bringing forward policies that are inclusive and help those who may belong to any number of genders, races, class, socio-economic levels or other identifying groups.

We would love **ALL** employers to see how successful having advanced Human Resource (HR) and workplace policies can be for attracting, retaining and engaging their current staffs. To that end, the Connecting to Tomorrow Inclusivity Project is a film-based project, where student film groups, meet and connect with these local employers who have these great policies, and create a 3– 5 minute video about the organization.

This program was created, and grant-funded by a Working Communities Challenge grant received by Untied Way of Mid Coast Maine. Through a partnership between the United Way, the Bath-Brunswick-Topsham Regional Chamber, four local schools districts and dozens of local employers our goal is to increase opportunities for marginalized (BIPOC, Queer, low-income, and other vulnerable) youth to have employment and leadership opportunities in their communities.

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Connecting to Tomorrow Internship and Workplace Inclusivity Initiative

Business Registration Form

Connecting to Tomorrow Inclusivity Project

Business Name: _____

Business/Job Site Registration

Which policy/policies does your business have that you would like to highlight in this project, and why?

_____

_____

_____

_____

_____

_____

_____

_____

_____

Expectations of Film Site:

___ Grant access to students for a sitdown interview and tour of the business
___ Agree to having someone filmed talking about HR or Workplace policies with the intent to share those with the public
___ Allow footage of the business to be used with intent to share with the public
___ Answer any follow-up questions the film crew may have
___ Consider having someone from your company attend the film celebration in May (date TBD)

Expectations of the Film Crew:

___ To present yourselves professionally as representatives of your school throughout the project
___ Create interview questions and decide on specific roles for team members to play
___ Be available to go on-site and interview the employer as a team
___ Edit the raw footage into one coherent 3-5 minute video
___ Try to attend/and invite your family and friends to attend the film celebration in May (date TBD)

If you have questions on anything presented here, please email Cory King at Cory@midcoastmaine.com or Maggie Cummings at United Way at maggiec@uwmcm.org .

Connecting to Tomorrow Inclusivity Project

FILM GUIDELINES

Film teams should be comprised of 2-5 people and the following duties need to be filled:

Director: This is the filmmaker and their vision for the video– they will choose which shots they want to get and focus on the aesthetics of the video

Camera Person: Does the filming

Producer: This is the team leader, coordinator and the final decision maker on the project. This person will oversee the interviews, the final edited piece, collaborate with the business, report back to the school advisors, and be the communication leader for the film crew. *A co-producer is strongly recommended to assist with these dutie*

Interviewer: This will be the individual who does the interviewing and asks the questions of those being filmed. They will also have to do research in order to anticipate answers and come up with follow up questions for their interviews.

Editor: This is the person who will tale the raw footage of the filming and package it into a coherent 3-5 minute video for the final presentation.

Any member may play multiple roles on the team but no one can play all four roles by themselves. This is to be a collaborative process. To that end, each of these roles can have 1-2 assistants or Co-roles (ex: Assistant Director, Co-Director, Co-Producer, Assistant Editor)

Each video must contain:

__ A picture of the logo or the sign of the company being interviewed (even if it is in the background of a shot)

__ Those being interviewed must be identified with their first name (last name optional) and their title

__ At least one employee of the business who is interviewed must be on the leadership team, whether that be the Owner, General Manager, HR Director or any other leader who promotes and has an active role in offering this policy to the employees (meaning you can't just interview an employee who benefits from the policy but you also must interview someone in charge who helps offer that policy)

__ An introduction from one film team member (likely the interviewer) where they: introduce themselves, introduce the business they are visiting, and what inclusive policy they are there to learn about

__ At some point, whether it is the person being interviewed or the interviewer answering it, we need to know why this policy is good for the employees– how does it help the business and the employee?

__ There must be B-roll of the business, which is extra video showing employees working at the business

__ Lastly, each video must contain ways for viewers to get more information about the business

Connecting to Tomorrow Inclusivity Project

FILM GUIDELINES
Continued

Elements to Consider for Your Video:

- Do you want to interview an employee who can speak on the benefits they have had using the policy?
- Do you want to add music or graphics?
- Do you want to focus on how this helps the company culture, how this helps the employee, how this helps the business or focus on something else entirely?
- In three to five minutes, you can't tell a broad story, so how do you narrow your focus to tell the story of this business in under 300 seconds?
- Are there other experts or people this policy impacts who could speak on why this is an important policy, or why that would attract them to consider workign for a business with this policy?
- Why is this policy important to you as the filmmakers?

Potential Questions to Ask and Tips on Interviewing:

Why is this policy important to your organization?

What are some of the effects it has had on your employees?

How does this policy fit with the corporate culture you are building in your organization?

How did you come up with the idea for this policy?

Has this policy helped with the recruitment of new employees or the retention of existing employees?

Are their any reasons that you would not recommend this policy to another business or organization?

How long have you had this policy in place?

Do you have an employee who would be willing to share their story on camera?

Are their other inclusive policies your company is considering adding in the future?

What does this policy mean to you personally?

Any advice you would give to a company who is hesitant to take the leap into creating policies like this in their organization?

What message do you have for the next generation of employees as it comes to inclusivity?

If you have questions on anything presented here, please email Cory King at Cory@midcoastmaine.com